

MODERN PACKAGING



MAY 1941

The Peach Pack That Developed Mumps

The Story of a Packaging Problem

"GET THE BOSS DOWN HERE quick," shouted the warehouse foreman to his helper. "Tell him we got trouble with the peach pack and got it *bad!*"

When the boss of the cannery saw the peach pack, he took just one look, then grabbed the telephone and called American Can Company.



For he did have trouble—plenty! Some cans were bulged out at the ends, a most unusual situation caused by the unexpected development of hydrogen in the cans.

What caused the cans to bulge—made part of the peach pack develop mumps? It was our job at American Can Company to help find out. For a fault like this was mighty important and had to be fixed at once.

First, the scientists from our laboratories checked the canning process at the peach cannery. Nothing wrong there. Then, they went over our own manufacturing of the cans themselves. The work was flawless. Finally, they got down to the steel base plate, just as it came from the steel mills.



And there the villain in the story was uncovered!

For these test-tube detectives found that the cans which bulged were made

from steel which had a larger silicon content than the cans which gave no trouble.

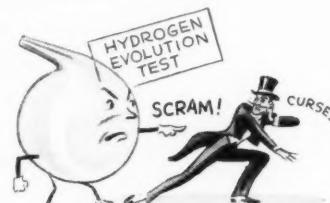
And they also found that the cans with the larger silicon content caused this unusual development of hydrogen in the peach cans.*



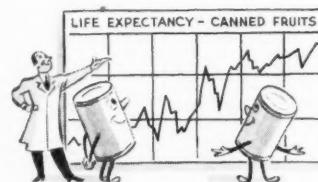
But just finding the trouble was not enough. Now, our scientists had to establish specifications for the chemical composition of the steel base for the tin plate.

Then, they had to devise a quick, practical method of predicting the performance of the tin plate made to these specifications.

And this they did. They invented a very simple method called the "hydrogen evolution test." Now, no peach pack develops mumps.



And like most new discoveries of merit, this test had effects on industry far beyond the immediate purpose for which the test was intended.



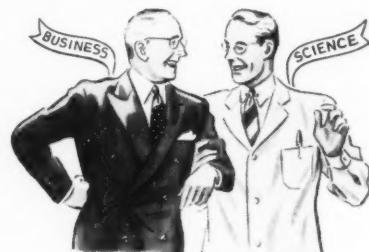
It enabled the entire canning industry to put more kinds of food in cans than

*Later tests proved that phosphorus as well as other elements had an effect.



ever before and actually to pack foods which had never been successfully packed before.

The hydrogen evolution test also raised the standards of tin plate and sped up the development of the new cold-rolled steel process.



To us, this story typifies how business and science can often go hand in hand and achieve many good results. It's also a fine example of the laboratory facilities which the customers of American Can Company have at their disposal.

CANCO

Resources For Solving Packaging Problems at American Can

- 5 laboratories employing 134 people with college training, academic, or professional degrees in the pure, natural, or engineering sciences.
- 13 points from which customers' machinery is serviced . . . 6 points at which customers' machinery is built.
- 67 plants located strategically in the U. S., Canada, and Hawaii.
- A factory-trained sales staff who are specialists in many different types of industry.
- An executive personnel backed by a financial strength that is in itself a tangible business asset.

**AMERICAN
CAN COMPANY**

230 Park Avenue, New York, N. Y.



PHOENIX S T CAP: Since it first bloomed on the packaging scene, this double shell closure has been doing double duty for its many users. To food, drug, cosmetic, chemical and liquor packages it adds sleek, modern appearance. To the protection of products therein, it contributes the traditional dependability associated with all Phoenix Metal Caps.

PHOENIX METAL CAP CO.
CHICAGO BROOKLYN

MODERN PACKAGING

MAY 1941

VOLUME 14

NUMBER 9



CHARLES A. BRESKIN, Publisher
C. W. BROWNE, Editor
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◀ JUNE

In June, Modern Packaging brings to its readers the annual machinery and equipment issue. All those interested in efficiency and economical production will find a wealth of data in this issue which will be devoted, almost in its entirety, to studies of production problems and machinery installations.

The article on dummy cartons for window display—reported to appear in this issue—will be published in the June number, as well as a review of hardware packages. They really have gone modern.



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★ ★

PACKAGING...and THE AMERICAN WAY

★ ★

Just A Slight Change Here

saved money
for ABSORBINE Jr.
...cartoned by REDINGTON

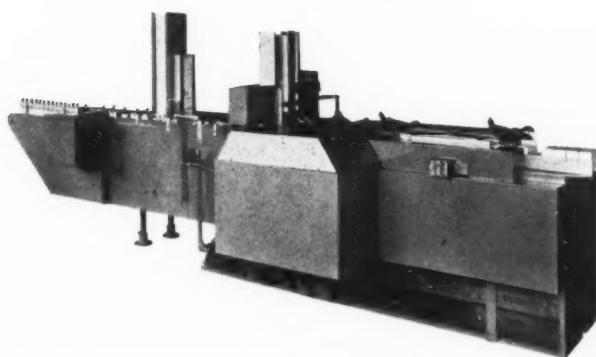


DRASTIC changes aren't always necessary to bring about *sizable* reductions in packaging costs. Take the experience of W. F. Young, Inc., as an example. Formerly, the 4-ounce bottle of their popular Absorbine, Jr. was packaged in a tuck top carton with the bottom flap completely glued to prevent the bottle from dropping out. But when a *Redington* Continuous Loading Car-

toner came on the job, replacing a slow, out-of-date machine, Absorbine's makers switched to a reverse tuck carton. A simple mechanism on this Redington *spot-glued* the bottom reverse tuck. *Result:* the bottle is held in place just as securely but *gluing costs have dropped to practically nil!*

Nor is this the only noteworthy feature of this installation. A *stitched* booklet, together with a corrugated protector, is wrapped around the bottle—the booklets and protectors being fed from separate magazines on the Redington cartoning machine.

But such packaging problems are daily fare for the Redington Engineering Staff—have been for *more than four decades*. And the machines they've built for cartoning, wrapping, filling, and for special packaging jobs are *masterpieces of engineering*—smooth in operation, sturdy, simply designed for maximum efficiency. That's why executives say, "If it's packaging—try Redington first."



F. B. REDINGTON CO. (Est. 1897) 110-112 So. Sangamon St., Chicago, Ill.

REDINGTON

PACKAGING MACHINES *

for CARTONING • WRAPPING • SPECIAL PACKAGING



Come here and look . . .

I'VE GOT PROOF ON MY DESK . . .
THAT WE CAN GET FINER FOLDING
CARTONS FOR OUR MONEY, WITH
GARDNER-RICHARDSON'S COATED LITHWHITE



THERE YOU ARE, MR. SALES MANAGER. Notice how much snappier and brighter our cartons are printed on Coated Lithwhite. That's what you've been asking for. A carton with more shelf-appeal—that speaks right up and does a real sales job for this company.



OKAY, PRODUCTION CHIEF! You wanted a finer board. Feel the smooth, velvety surface of Coated Lithwhite. Notice how it holds up the ink brighter, without graying or mottling. And it will take a sure, tight seal in our high-speed filling and sealing machines, too.



MR. TREASURER, IT'S GOOD NEWS for you, too. Coated Lithwhite costs no more than many uncoated boards. That means we get finer cartons for our money—or it can actually mean substantial carton savings. Either way, we win—with Coated Lithwhite.

COATED LITHWHITE is an entirely new kind of carton board. It is made and coated on one machine—at high speed—in one continuous operation. That's why this revolutionary new Gardner-Richardson process means

increased quality without increased cost.

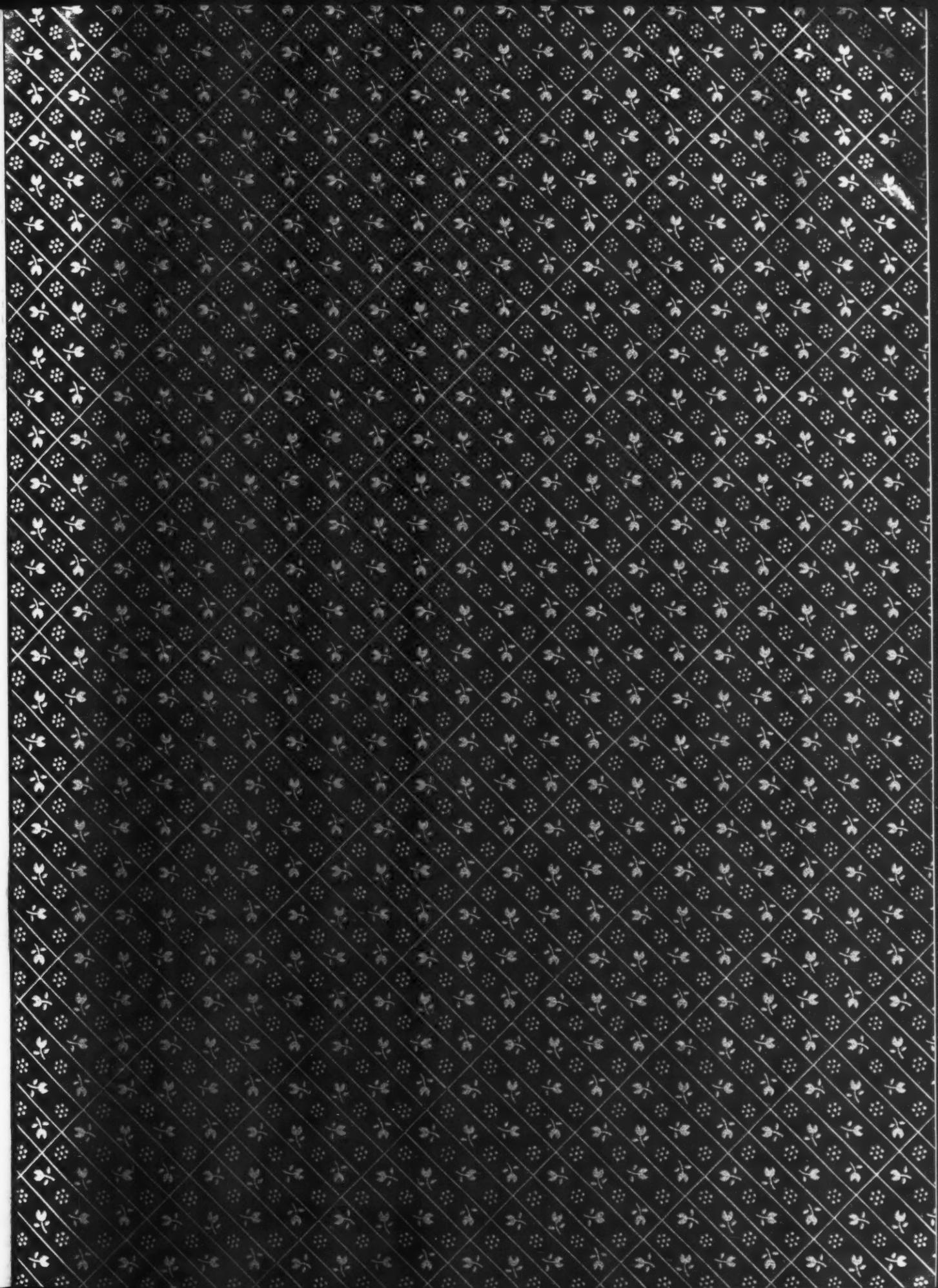
MAKE THIS CONVINCING SIDE-BY-SIDE TEST. Send us a set of your original carton engravings. We'll prove them on Coated Lithwhite—so you can make a side-by-side comparison with the cartons you are now using. You be the judge. Write today.



The GARDNER-RICHARDSON Co.

Manufacturers of Folding Cartons and Boxboard
MIDDLETOWN, OHIO

Sales Representatives in Principal Cities: PHILADELPHIA • CLEVELAND • CHICAGO • ST. LOUIS • NEW YORK • BOSTON • PITTSBURGH • DETROIT



GLAZED CHINTZ

C-72-Z

Now is the time to think about that Christmas Box you will want for this season's business. Hampden is ready with a new Glazed Chintz box covering as shown by this insert. It may be had not only in this Christmas Red but in a wide range of colors running all the way from rich deep shades to delicate pastels.

Let us send you work sheets for trial purposes or a swatch showing the entire line of pattern C-72.

Hampden

GLAZED PAPER AND CARD COMPANY
Holyoke, Massachusetts

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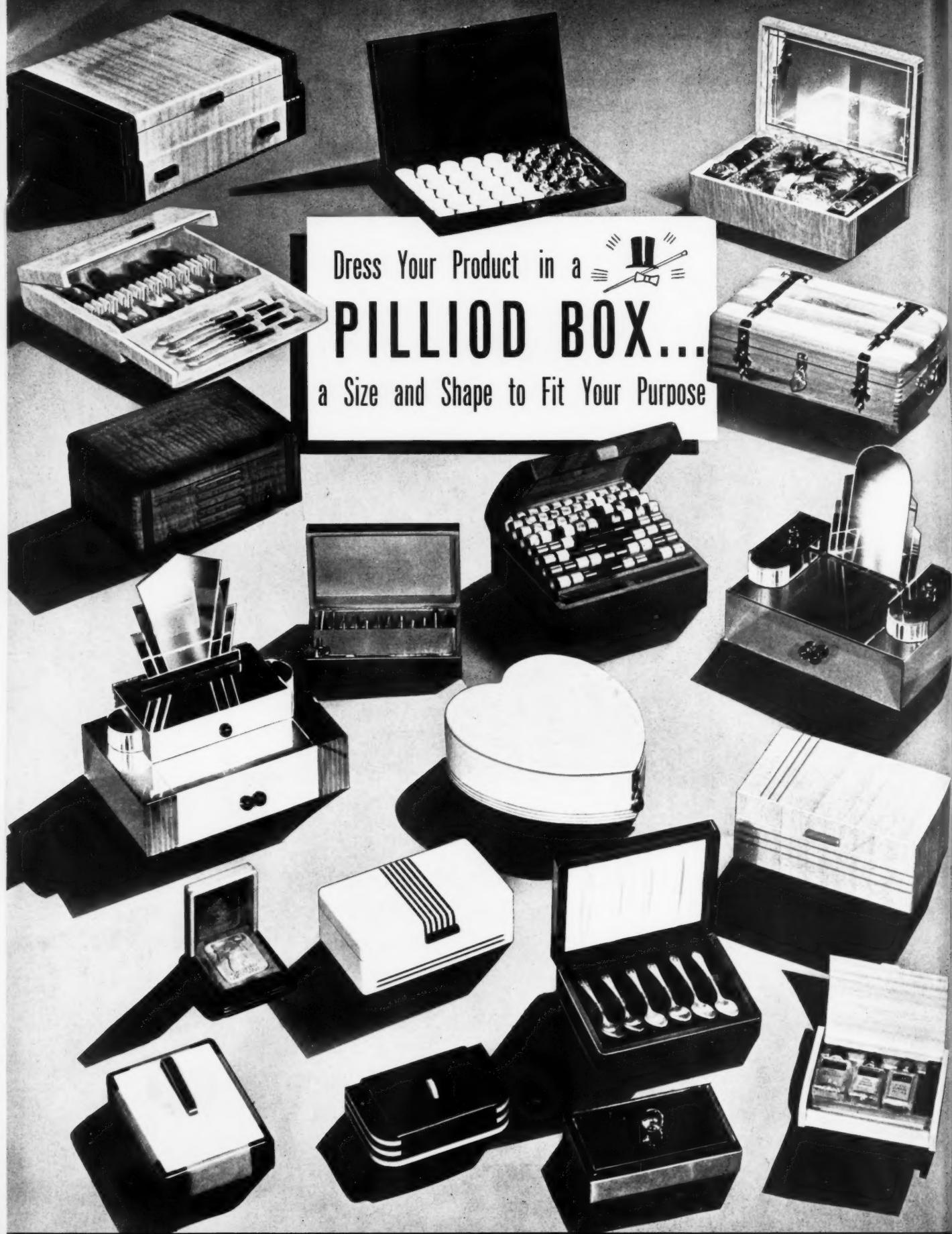
Creating Consumer Appeal



The distinctive refinement of plastics when designed and molded by General Electric creates an appropriate consumer appeal for the Barbara Gould cream-rouge container. If your product commands the same good taste, General Electric's complete service is available to you by writing Section N-25, Plastics Department, General Electric Co., One Plastics Avenue, Pittsfield, Mass.

PD-282

PLASTICS DEPARTMENT
GENERAL  **ELECTRIC**



Dress Your Product in a
PILLIOD BOX...
a Size and Shape to Fit Your Purpose

THE PILLIOD CABINET COMPANY • SWANTON, OHIO

THIS SEAL WILL Help You Sell!



It tells consumers your product is fresher, tastier, moisture-protected

HERE is something new in packaging—a new way to make your package an even greater sales help. This new *Pliofilm-Pak* "seal of package quality" is now being advertised to millions of women in leading national magazines—to tell them that foods packaged in moistureproof *Pliofilm* are better.

To all food packers now using *Pliofilm*, or who may do so, Goodyear is ready to authorize use of this seal on packages—*under one condition*. The package must be approved by our research laboratory as being properly designed and constructed to give your product maximum protection.

The advantage of this seal is obvious. Women everywhere know that *Pliofilm* is thoroughly waterproof.

through its use in rainwear and shower curtains. This seal assures them that your product has the same perfect protection against loss of flavor and freshness due to moisture-loss; against dryness or sogginess. It's an extra guide to quality that will help your sales. For information, write: *Pliofilm Sales Department, Goodyear, Akron, Ohio.*

Pliofilm
made only by **GOOD YEAR**

Pliofilm—T.M. The Goodyear Tire & Rubber Company

WHAT'S
 THIS
 CAN GOT
 THAT
 OTHER
 SHORTENING
 CANS
 HAVEN'T
 ?



1

Here's a convenient, efficient
 shortening can that's rapidly
 becoming the choice of packers,
 dealers, and consumers. It's
 Continental's TRUTITE Key-
 Opening can—the container that
 has all the advantages of any
 key-opening can plus



2

A hinge cover—a smooth, fold-
 ed edge around the rim—and no
 extra edges for the shortening
 to stick to. No wonder consumers
 like it! They can't lose the cover.
 Their hands are protected. They
 get all the shortening. What's
 more



3

This can closes tightly and
 easily. See those dimples around
 the edge of the cover? That's
 why the top snaps tightly
 closed and stays tight. Why
 not take advantage of these
 exclusive features and put your
 brand in the TRUTITE Can?

For full information on the TRUTITE
 Can, just write. You can count on
 Continental for complete cooperation.

CONTINENTAL CAN COMPANY

OFFICES AND PLANTS IN ALL PRINCIPAL CITIES

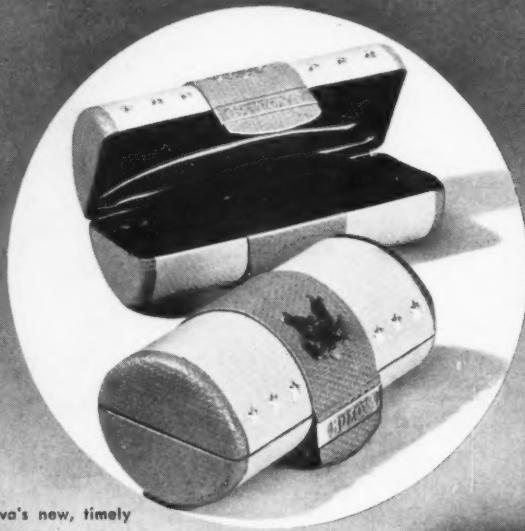
HOW ARE WE
GOING TO BUCK
THE COMPETITION
OF THIS DISPLAY?



EASY---CALL ARROW—
THEY'LL DESIGN A BETTER ONE

WHEN YOUR COMPETITOR
IS A FEW STEPS AHEAD—

LET ARROW HELP YOU OUT



Bulova's new, timely
Military Watch Box.
An Arrow product.



This new display, designed for the Bulova
Watch Co., is currently attracting the eyes
of customers in thousands of jewelry stores
throughout the country. Designed and
built by Arrow.

Good display is a major factor in merchandising today. And it's no secret that any product sells better when effectively displayed.

That's why Arrow plans every display box and counter display to rank with the best.

For Arrow has flexibility of imagination plus versa-

tility in the use of materials—a combination sure to satisfy your every selling requirement.

Yes, you'll find it well worth while to let Arrow experience come to your aid. In ideas, cooperation, merchandising knowledge our customers think we're tops—and that goes for speed in manufacture and deliveries, too.

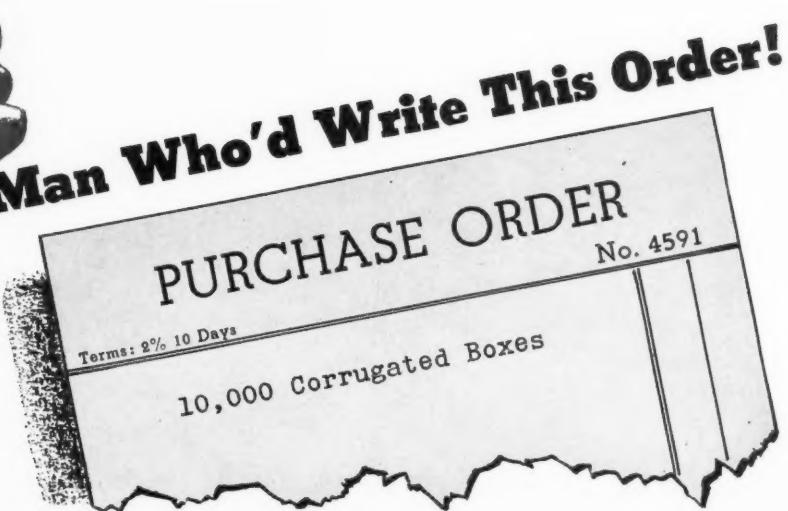
EVERY STEP FROM DESIGN TO FINISHED PRODUCT

ARROW MANUFACTURING CO., INC.
15th and HUDSON STREETS
HOBOKEN, NEW JERSEY

BOXES AND DISPLAYS . . . IN METAL . . . CARDBOARD . . . WOOD . . . GLASS . . . FABRICS . . . LEATHER . . . IMITATION LEATHER

Representatives: CHICAGO, George Boergerhoff, 29 E. Madison St. PROVIDENCE, George Roberts 149 Princeton Ave. PHILADELPHIA, William Llewellyn, 201 S. 12th St.

You'd Fire the Man Who'd Write This Order!



NOW

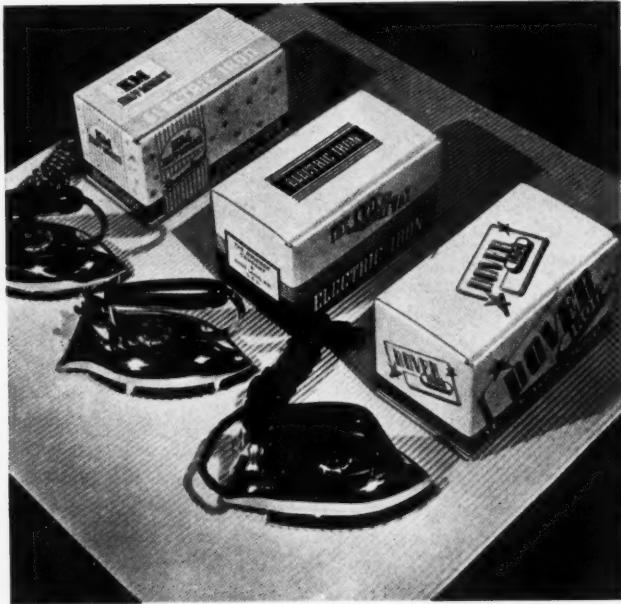
**YOUR PACKAGING
DOLLAR CAN BUY
H & D PACKAGE
DIVIDENDS**

A Good, Sound Merchandising Idea

Triple Use: { (a) For Display
(b) Gift Merchandising
(c) Re-use by Customer

A Colorful, Modern Package Design

A "Stock" All-Over Pattern



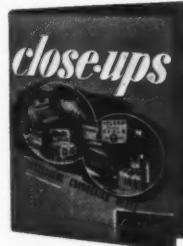
No, it isn't necessary to specify on your purchase order all the "package dividends" you expect for your money. It would take a pretty sizeable order form. And besides, the men in the H & D Package Laboratory always take it for granted that you want the *best possible combination of the greatest possible number of extra values* in your corrugated box.

Here illustrated is a good idea for increasing sales for an electric iron. A hundred-and-one other manufacturers can adapt the same idea to the merchandising of their own products.

You can see illustrations of other boxes which incorporate H & D Package Dividends by writing today for your copy of the helpful portfolio "Close-ups."

HINDE & DAUCH

4114 Decatur St., Sandusky, O.



Better See  Authority on Packaging

FACTORIES: BALTIMORE • BOSTON • BUFFALO • CHICAGO • CLEVELAND • DETROIT • GLOUCESTER, N. J. • HOBOKEN, N. J.
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IS PART OF YOUR REQUIREMENTS



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Gold, Red, Dark Blue, and
Dark Green.

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P A P E R
With a radiant metallic surface

Mirofoil Metallic Papers
are available in many beautiful
embossing patterns

❖
Mirofoil is also made in a wide
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in minimum making quantities
of 25 reams. Basis 20" x 26"

The Marvellum Company
HOLYOKE MASSACHUSETTS

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Papers Distinctive

KIMBLE CONTAINERS

For Assurance
IN PACKAGING . . .



INSIDE THREAD GLASS VIAL

For A NEW VERSION OF YOUR OLD PACKAGE
A RAPID ACCEPTANCE OF YOUR NEW PRODUCT

Consult
Kimble



- ✓ PERMANENT TRANSPARENCY
- ✓ LIGHT IN WEIGHT
- ✓ CONVENIENT TO CARRY
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KIMBLE GLASS COMPANY . . . VINELAND, N. J.

NEW YORK • PHILADELPHIA • DETROIT • CHICAGO

BOSTON • INDIANAPOLIS

Trust

THIS "DROPPER OVAL" FAMILY...

***To Protect Your Product...
Give It Sales Appeal***

ANCHOR HOCKING DROPPER OVALS provide maximum product-protection, plus complete convenience in use. They're simple to open and re-seal . . . and the wide-base bottle does not easily tip over. Their neat, compact appearance is a decided selling advantage. Amber glass gives a distinctive color tone to the package, protects against harmful light rays . . . while the Anchor Molded Cap assures a tight-fitting, leakproof and airtight seal that keeps contents fresh and at full strength until exhausted.

These popular containers are designed for easy and economical handling on your production line, are simple to label and cap. Their range of capacity is from $\frac{1}{4}$ oz. to and including 2 oz. This is but one example of the Anchor Hocking thoroughness of technique in developing glass packages to do specific jobs in the drug industry. On every hand you'll find instances in which Anchor Hocking research and engineering have conquered difficult problems in the packaging of chemical products. We would be glad to discuss any problem with you, and explain in detail how we can work with you to increase your sales through better and more dependable packaging.

THESE ANCHOR HOCKING SERVICES ARE AT YOUR DISPOSAL WITHOUT COST OR OBLIGATION



A Research Department, completely equipped, including both chemical and biological laboratories, to help in the preparation, production and proper protection of your products.



An Engineering Staff to cooperate with you in developing better and more economical production methods and routines.



A Package Design Service and Art Department to assist you in designing new packages or modernizing old ones. This department also develops designs for lithographed or decorated closures.



A Sales Organization of Container and Closure Engineers, covering every principal city in the United States and Canada, and fully trained to give you quick service and correct recommendations on containers, closures and sealing equipment.

And remember that Anchor Hocking offers you a complete line of Containers and Closures for practically every conceivable purpose—assuring you of a container and closure best suited to your needs—without prejudice or bias in favor of any style.

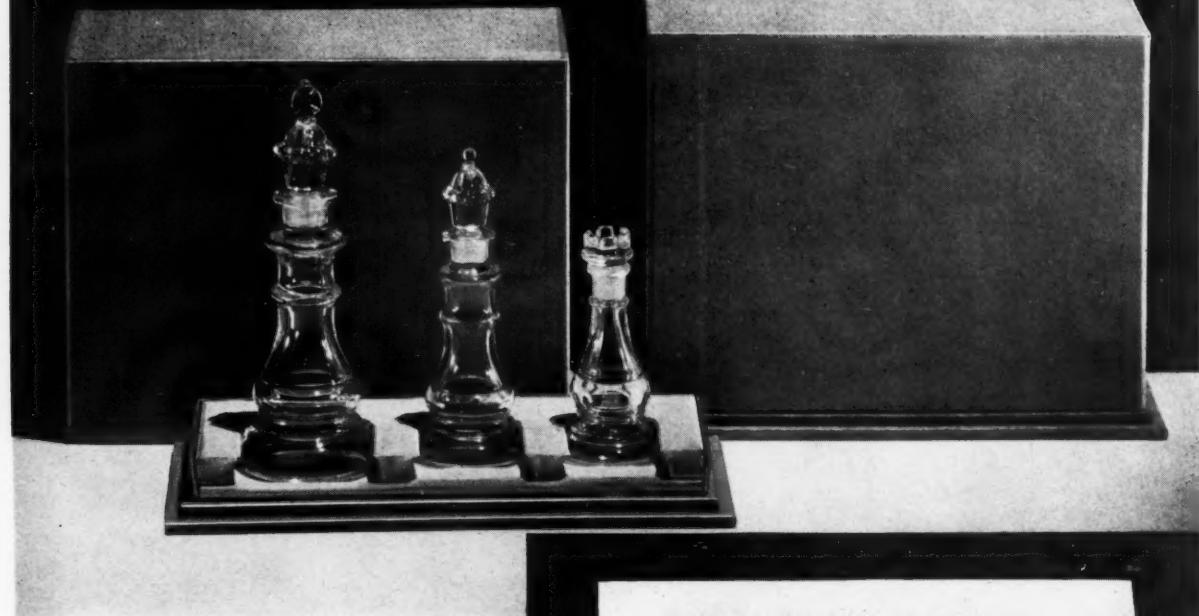


ANCHOR HOCKING

ANCHOR HOCKING GLASS CORPORATION • LANCASTER, OHIO

GLASS
CAPS

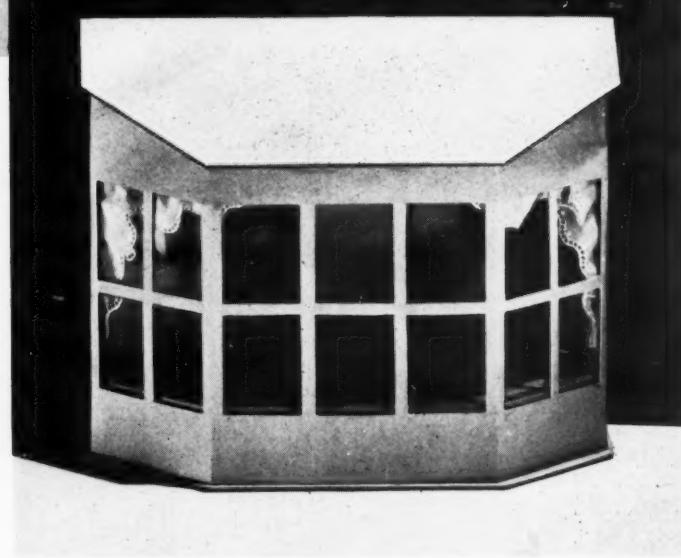
LUXURY SET-UPS



**Blending the Beauty of
Product and Package**

WARNERCRAFT
THE FINEST WORD IN PACKAGING

WARNERCRAFT offers a complete cardboard packaging service, with Set-Up or Folding Boxes to best suit the particular item you sell, and our full time Designing staff is experienced in merchandising and display.



If your product is one that falls into the luxury class, you may find, as others have done, that WARNERCRAFT Hand Made Set-Up boxes can be profitably used to stimulate sales and solve packaging problems.

We have created many novel and exquisite units that have been most practical, and we will gladly cooperate with you if you are seeking new and distinctive packaging.

And it is by no means too early to begin thinking of the Christmas season.

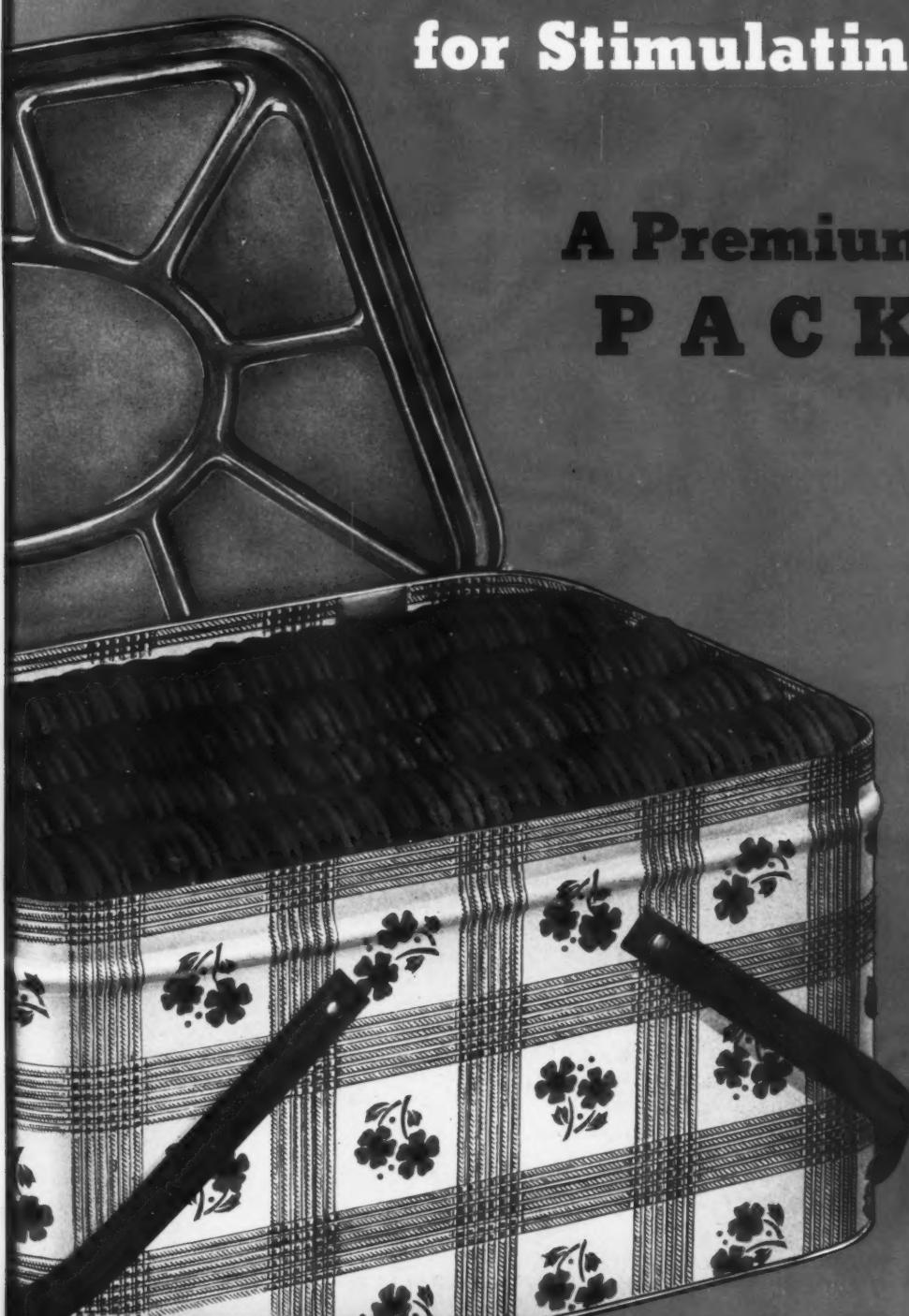
THE WARNER BROTHERS COMPANY
BOX DIVISION—BRIDGEPORT, CONNECTICUT
200 Madison Avenue, New York, N.Y. AShland 4-1195

"NATIONAL CAN"

presents another Success

for Stimulating Sales!

**A Premium Utility
P A C K A G E**

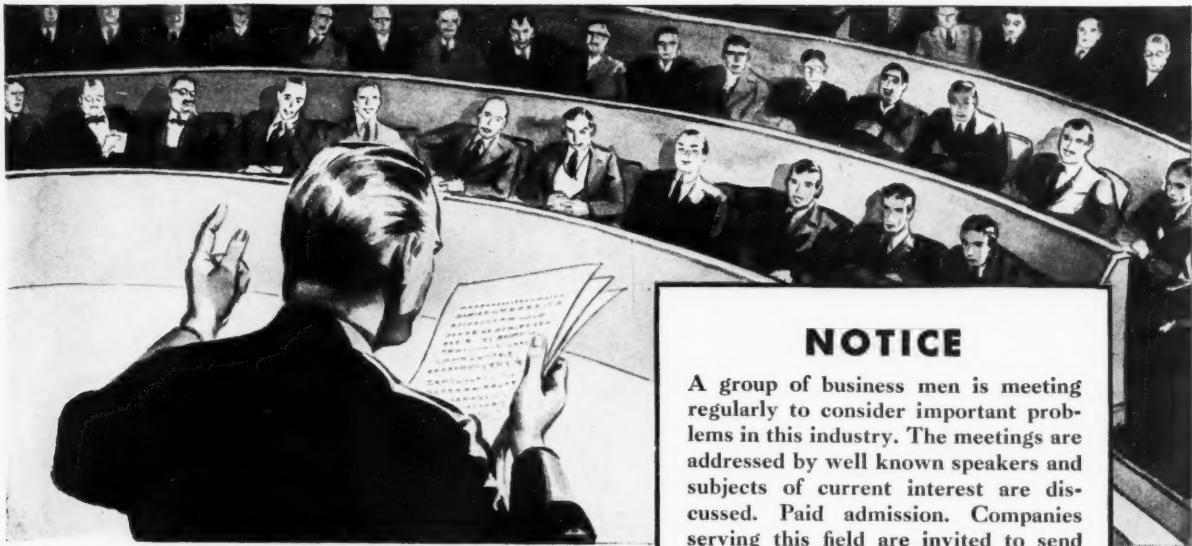


Keen
merchandisers
may well
look to
"NATIONAL CAN"
for Packaging
opportunities
fully the equal
of this
illustrated
producer of
profitable
cookie sales

NATIONAL CAN CORPORATION

EXECUTIVE OFFICES • 110 EAST 42nd STREET • NEW YORK CITY

Sales Offices and Plants • NEW YORK CITY • BALTIMORE • MASPETH, N.Y. • CHICAGO • BOSTON • DETROIT • HAMILTON, OHIO



NOTICE

A group of business men is meeting regularly to consider important problems in this industry. The meetings are addressed by well known speakers and subjects of current interest are discussed. Paid admission. Companies serving this field are invited to send representatives to describe their products and services.

Such a notice might well describe the issues of this publication.

Advertisers ... get the facts about this audience

EVERY issue of this publication reaches an influential audience which welcomes news and information about products or services for their business. In these pages you are offered an opportunity to talk to this audience.

If you were going to pay for the privilege of actually talking to an audience about your business, you would want to know all about it. How many people? What is their occupation and business? Where are they from? How much did they pay to get in? Will it pay you to talk to them?

The answer to these and many other questions would decide the value of the audience to your business.

From an investment standpoint it is just as important that you should know *all* about the people who will see your sales message when you advertise in this or any other business paper.

In order to select the right media, with the assurance that you get what you pay for and that your audience will be receptive to the particular message that you have to tell, base your selection on the verified information to be found in A.B.C. reports.

That is why we belong to the Audit Bureau of Circulations—to give advertisers audited facts and figures about the audience they will talk to when they advertise in these pages.

A. B. C. PROTECTS YOUR ADVERTISING

Paid subscriptions, renewals, evidence of reader interest, are among many facts in A. B. C. reports that are definite guides to effective media selection. When you buy space in A. B. C. publications your advertising is safeguarded by audited circulation. Always ask for A. B. C. reports.

MODERN PACKAGING

Member of the Audit Bureau of Circulations



Ask for a copy of our latest A. B. C. report

A. B. C. = AUDIT BUREAU OF CIRCULATIONS = FACTS AS A MEASURE OF CIRCULATION VALUES

PROMOTE THAT "URGE TO BUY"

with colorful BAKELITE Plastic signs and displays



HERE ARE two major benefits provided by displays and signs made from BAKELITE Plastics. Their rich, gleaming surfaces, brilliant colors, and refreshing "newness" add sparkle to the art of merchandising. They also provide durability that assures permanent, maintenance-free service.

The translucent BAKELITE Urea frame for the electric sign serves as a mounting for concealed neon tubes. By giving more light-spread over a greater area, the molded frame increases attention-value. The Topps chewing gum display-dispenser speeds up sales of low-cost merchandise because of its attractive utilitarian design. The Travel-Ad display makes use of a warm, brown BAKELITE Phenolic housing, as a background for the moving message.

The "life-preserver" powder puff container is deep-drawn from crystal-clear VINYLITE Plastic sheeting. This durable, light-weight plastic gives full display value to the merchandise and provides unfailing protection against dirt and moisture.

When designing your signs and displays, consider the great variety of BAKELITE Plastics and the many manufacturing and merchandising advantages they afford. For detailed information, write for Portfolio

★
Neon sign molded for Austin & Austin by Northern Industrial Chemical Co. Topps chewing gum dispenser molded by Accurate Molding Corp. Travel-Ad display molded for Crystal Mfg. Co. by The Richardson Co. Powder puff container by Parfait Powder Puff Co.

BAKELITE CORPORATION
Unit of Union Carbide and Carbon Corporation
UCC

30 EAST 42nd STREET, NEW YORK

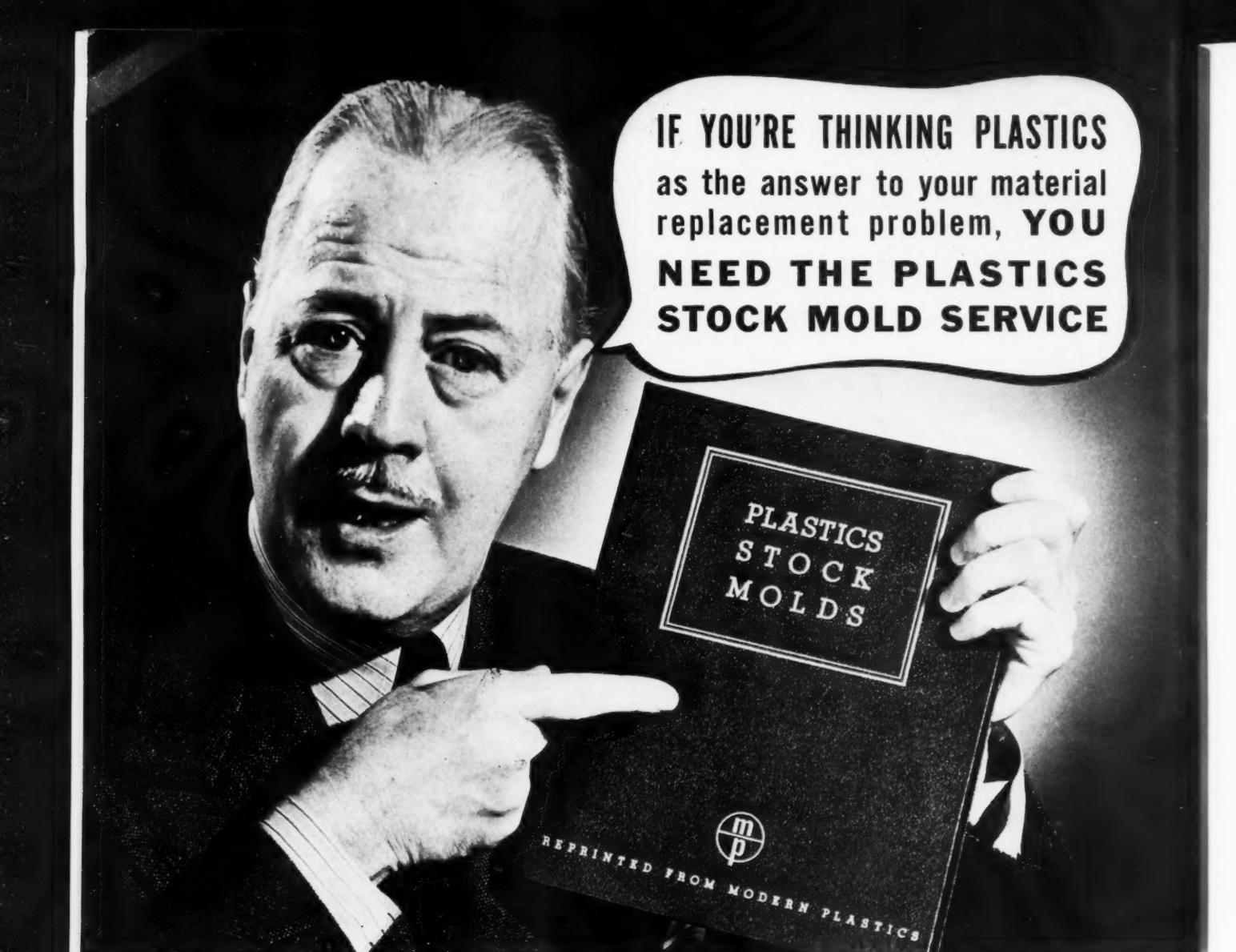
BAKELITE

The words "Bakelite" and "Vinylite" and
Units of Union Carbide



The symbols are registered trademarks of
Union Carbide and Carbon Corporation.

PLASTICS HEADQUARTERS



IF YOU'RE THINKING PLASTICS
as the answer to your material
replacement problem, **YOU**
NEED THE PLASTICS
STOCK MOLD SERVICE

Bound loose-leaf fashion in a leather covered book are the pictures of every stock mold ever published in *Modern Plastics*. These include boxes, of many shapes and sizes; jars; and closures for bottles, tubes and jars of standard sizes.

THE MOLDS FOR THESE ITEMS ARE ALREADY MADE and ready for production in all plastics. The book includes an index to enable subscribers to get in touch with the molder possessing the molds.

THE BOOKS GIVEN FREE WITH EACH SUBSCRIPTION TO THE SERVICE. Subscription to the stock mold service also includes the mailing of additional sheets perforated for inclusion in the book, *six months in advance of publication* and a research service to look for new stock molds—as yet unpublished—to meet subscribers' special needs.

COST OF SERVICE: \$3.00 for two full years, including the book. \$2.00 for one year.

MODERN PLASTICS STOCK MOLD SERVICE

122 EAST 42nd STREET

NEW YORK CITY

What's New?

This!

Press the back, and this aspirin tin snaps open...no more broken fingernails! Simpler than a safety pin and as convenient, it won first prize in the 1940 All-America Packaging Competition. We make it.

This!

Who'd think milk bottles could be improved? We did, and by the Duraglas technique made Handi-Quart. It holds a full quart, weighs 20% less, is one inch shorter. Handier for housewives, a cost-cutter for dairies.



This!

An extra-deep molded cap that goes on and off easier...can be held with the little finger as you pick up the bottle to pour. Better protection for the pouring-lip, too. It's a hit with bartenders and consumers.

How long since your salesmen have had the powerful help of that word "new"?

A better package for your product builds new enthusiasm, brings fresh sales impetus. And the place to get a better package is Owens-Illinois. Our Packaging Research Division can give you the package your customers like, dealers prefer, production men demand.

We can give you unprejudiced advice on metal versus glass. This one organization turns out prize-winning metal packages...and Duraglas containers, tops in the glass field.

Ours is full-rounded service, including molded and metal closures and corrugated cartons.

See how much "new" we can put into your packages.

OWENS-ILLINOIS

Packaging Service

GLASS CONTAINERS • METAL CONTAINERS • CLOSURES • SHIPPING CARTONS

Owens-Illinois Glass Company, Toledo • Owens-Illinois Can Company, Toledo
Libbey Glass Company, Toledo • Owens-Illinois Pacific Coast Company, San Francisco

• COLOR SELLS—product color or printed color

LUMARITH PROTECTOID

Kraft's Chantelle
Cheese—wrap of
printed Lumarith
Protectoid by
Traver Corpora-
tion, Chicago, Ill.

There are two techniques in packaging with wraps. Here are outstanding examples of each—both wrapped with Lumarith Protectoid! Clear or printed, rigid or flexible, Lumarith Protectoid holds its appeal indefinitely . . . never shrinks or wrinkles.

To reveal color *in the product*, clear Lumarith Protectoid is the choice of the leaders in field after field. It protects the surface . . . enhances the beauty within.

To gain added attention with color *on the wrap*, printed Lumarith Protectoid is ideal. For in addition to its smooth feel and sparkling appearance, Lumarith Protectoid has a perfect printing surface.

Packaging Division, CELLULOID CORPORATION, 180 Madison Avenue, New York City. Established 1872. Sole Producer of Celluloid and Lumarith. (Trademarks Reg. U. S. Pat. Off.)

Multicolored facial tissues, by
National Cellulose Corporation,
wrapped in transparent
Lumarith Protectoid.



If you are working on a
transparent package . . .

Get in touch with
CELLULOID

also Headquarters
for **PLASTICS**



Occasionally you will find a package that is "beautiful but dumb" — so attractive to the eye that it aids impulse sales, but so inefficient in protective value that many repeat sales are lost. Although outer appearance is important, it is the buyers' opinion of what they find inside the package that really counts in the long run. That's why Riegel makes over 230 special papers for leaders in almost every field — papers that eliminate rancidity; prevent breakage, leakage or grease penetration; that preserve either crispness or moisture — papers that successfully cope with an almost endless variety of conditions that might retard sales if not properly met. These Riegel Packaging Papers combine their protective qualities with attractive appearance, economy and production efficiency. Write for our new sample book of Riegel Papers and investigate their ability to serve you.

RIEGEL PAPERS

RIEGEL PAPER CORP., 342 MADISON AVE., NEW YORK, N. Y.



Which choice will she make?

Many factors affect a shopper's choice of a brand of cosmetics. Not the least of them is the appearance of the container itself.

If the tin plate is bright, clean and has a mirror-like sparkle, it creates an immediate bias in favor of its contents. Its fine, eye-catching appearance suggests quality.

BethColite, made by Bethlehem Steel Company, is such tin plate. Its dense, uni-

form tin coating is bright, lustrous. It creates an immediate desire to buy.

This fine cold-reduced tin plate also has the ductility needed to withstand drastic forming operations. Its flawless surface is ideal for color lithography. Its uniformity of coating is a guarantee against deterioration. Your container maker can supply you with cans of BethColite.

Bethcolite

COLD-REDUCED TIN PLATE MADE BY



...and so the carton maker
jotted this down on the back
of an envelope



THE BIG NEWS IS GETTING AROUND FAST...

ABOUT *Coated Lithwite*, SENSATIONAL NEW BOXBOARD DEVELOPMENT

YOU don't need pencil and paper—not even the back of an envelope—to figure out what this revolutionary new kind of carton board means to you. *Coated Lithwite* means better business. For with *Coated Lithwite*, you can offer buyers finer cartons at the same price . . . or show them the way to substantial savings.

That's a big promise. Yes. But remember, *Coated Lithwite* marks a big forward step in the manufacture

of boxboard. It's made and coated on one machine, in one continuous operation, at high speed, by a new and exclusive process. This adds up not only to real savings, but it produces a *precision-engineered*, velvet-smooth surface that is exceptionally receptive to inks.

SEND FOR FREE TESTING SAMPLES! Slip a few sheets into a press—or prove a set of plates on *Coated Lithwite*. See for yourself the extra quality you can deliver to your customers—the extra customers *Coated Lithwite* can deliver to you.



The GARDNER-RICHARDSON Co.

Manufacturers of Boxboard MIDDLETOWN, OHIO

Sales Representatives in Principal Cities: PHILADELPHIA • CLEVELAND • CHICAGO • ST. LOUIS • NEW YORK • BOSTON • PITTSBURGH • DETROIT



Because you must plan your business months ahead SYLVANIA cellophane is bringing its Christmas message to the packagers of America in May so that packagers may, in turn, give their merchandise the Christmas spirit.

SYLVANIA cellophane—in glistening plain or printed wraps, in glamorous printed and colored ribbon, in sparkling multicolored twisted cord, in wreathes and garlands—expresses better than any other material the gift urge which has made Christmas time one of merchandising as well as good will to men.

Copr. 1941, Sylvania Ind. Corp.

SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales Offices: 122 E. 42nd Street, New York

Works: Fredericksburg, Va.

Branches or Representatives:

ATLANTA, GA.... 78 Marietta Street
BOSTON, MASS., 201 Devonshire St.
CHICAGO, ILL., 427 W. Randolph St.
DALLAS, TEX. 812 Santa Fe Building
PHILA., PA... 260 South Broad Street



Pacific Coast
Blake, Moffitt & Towne
Offices & Warehouses in Principal Cities

Canada:
Victoria Paper & Twine Co., Ltd.
TORONTO, Montreal, Halifax

"SYLVANIA" IS A REGISTERED TRADE MARK FOR CELLULOSE PRODUCTS MANUFACTURED BY SYLVANIA INDUSTRIAL CORPORATION



ADD . . . ELEGANCE AND CHARM

TO YOUR HOLIDAY MERCHANDISE BY
PACKAGING IN AN ATTRACTIVE GIFT
BOX COVERED WITH ONE OF

Williams
1941 BON-TON PAPERS

Many attractive designs in both our
DeLuxe and Popular Priced Editions.

SEND FOR SAMPLE BOOKS

CHARLES W. WILLIAMS & CO., Inc.

Authorities on Box Covering Papers

303 LAFAYETTE STREET
NEW YORK

624 So. Miller Street
CHICAGO

167 Oliver Street
BOSTON

What a Packaging Idea!



THE PRODUCT . . .

1 Jelly made from real California wine—in your choice of five delicious wine flavors . . . sherry, port, sauterne, burgundy and tokay. An ingenious "sales-appealing" product originated by Goodman Brothers, Meriden, Conn.



THE LABEL . . .

2 The whole story is on the cardboard cap, with no other label to conceal the appetizing colors of the jelly or to detract from the beautiful glassware it's packed in. These combination lids and labels are securely held on by narrow, red "Cel-O-Seal" cellulose bands.



THE PACKAGE . . .

3 A set of four whiskey glasses . . . plus six handsome clear-glass tumblers in an attractive wire basket. Here's an example of a planned re-use package where the "Cel-O-Seal" band answered a definite problem. If you've a packaging idea that's got you stymied, feel free to turn to Du Pont. We'll be glad to lend a hand, or design a special "Cel-O-Seal" band for you.

DUPONT
REG. U.S. PAT. OFF.

CEL-O-SEAL
TRADE MARK
BANDS

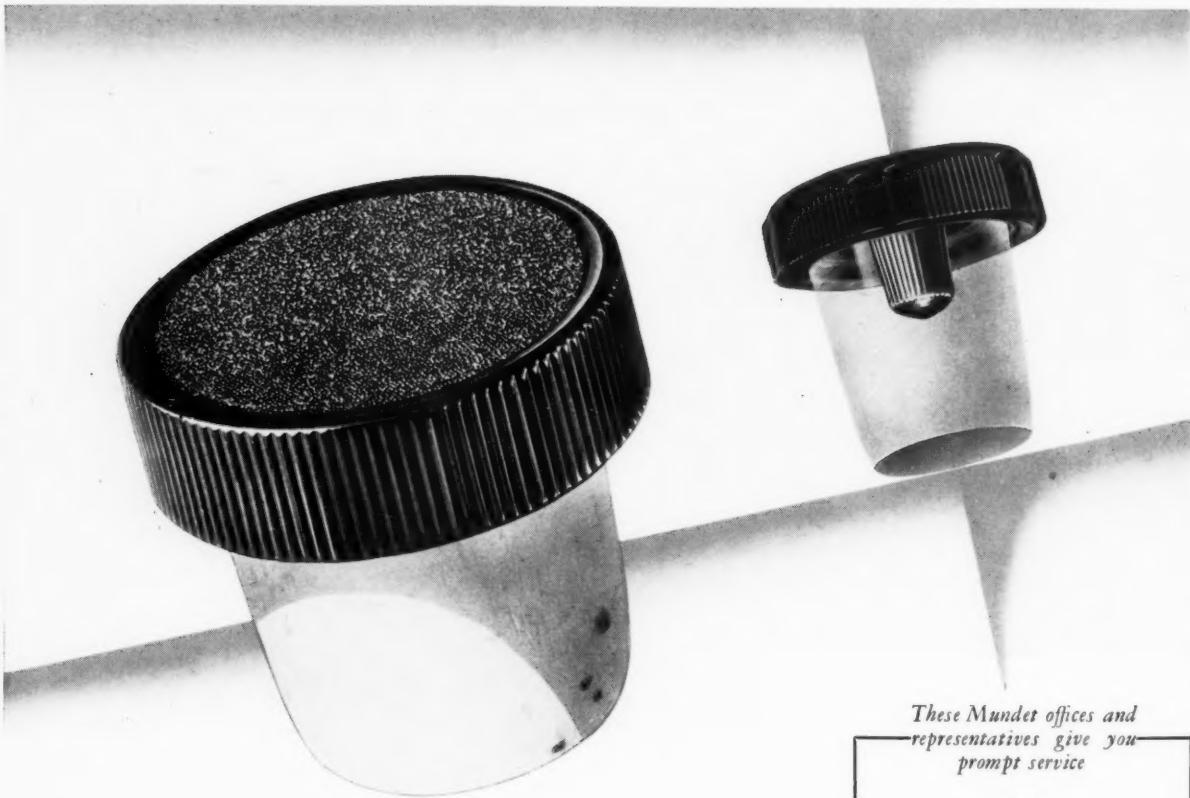
Sold by

E.I.DU PONT DE NEMOURS & CO.(INC.)
"CEL-O-SEAL" SECTION
Empire State Building, N.Y.C.

ARMSTRONG CORK COMPANY
GLASS & CLOSURE DIV., Lancaster, Pa.

I. F. SCHNIER COMPANY
683-89 Bryant Street, San Francisco, Cal.

SOLUTIONS TO CLOSURE PROBLEMS



Designed for Protection

Here is one of the most widely used types of MUNDET Cork Closures—Designed for Protection—Made to SEAL in and keep FRESH all you put into your product.

CORK offers maximum sealing protection, and MUNDET CORK CLOSURES meet most exacting requirements. The moulded cork closure illustrated above is only one of many types which have proven effective.

It will pay you in time and money to ask us for our experienced recommendation on the most practical methods and best designs for sealing for protection with cork closures. Ask us now! You will be under no obligation. Mundet Cork Corporation, Closure Division, 65 S. Eleventh St., Brooklyn, N. Y.

*These Mundet offices and
representatives give you
prompt service*

ATLANTA
339-41 Elizabeth St., N.E.
CHICAGO
2959 N. Paulina St
CINCINNATI
427 W. 4th St.
CLEVELAND
Britten Terminal, Inc.
DALLAS
505 Southland Annex
DENVER
The Stone-Hall Co.
DETROIT
335 W. Jefferson Ave.
HOUSTON
Commerce & Palmer Sts.
JACKSONVILLE, FLA.
Laney & Delcher Warehouse
KANSAS CITY, MO.
1428 St. Louis Ave.
LOS ANGELES
1850 N. Main St.
LOUISVILLE
Kentucky Bottlers Supply Co.
MEMPHIS
Memphis Bonded Warehouse
NEW ORLEANS
432 No. Peters St.
PHILADELPHIA
2226 Arch St.
ST. LOUIS
2415 S. Third St.
SAN FRANCISCO
440 Brannan St.
Also J. C. Millett Co.

In Canada:
Mundet Cork & Insulation, Ltd.
35 Booth Ave., Toronto

MUNDET Closures

MOLDED CORKS • MOLDED SCREW CAPS • EMBOSSED WOOD TOP CORKS • CROWNS • PLAIN CORKS



Federal functional closures for dispensing liquid and semi-liquid products have pleased millions of buyers. The proof: sales in the millions of all types of Federal sprayers and servers, both as premiums and as separately sold items.

The servers cut waste and messiness. And they allow the sale package to be used as the dispensing package. The sprayers and dispensers make the application of window cleaners, moth-proofing liquids, toiletries and similar liquids simple and effective.

There is a Federal closure for practically every purpose. Write for information without obligation.

Federal TOOL CORPORATION
400 NORTH LEAVITT STREET • CHICAGO, ILLINOIS



SUN TUBES

Chosen to Package
New Deodorant . . .



MUM
FOR
MEN

**Handy, attractive SUN TUBES help build quick volume!
They may be exactly the sales spur your product needs!**

MUM for Men is now being introduced to a huge potential market. And this new deodorant—designed for active business and professional men—is being packed exclusively in Sun Tubes!

The makers of *Mum for Men* were quick to realize that collapsible tubes—and tubes alone—were perfectly suited to their product. Their handiness and economy in use made them an obvious choice. Then, a tube with a

powerful masculine appeal was designed—to help build quick volume. Last but by no means least, Sun Tube was chosen to produce the new containers . . . to assure faithful execution of design and technical uniformity.

Sun Tubes may help you build quick sales—as they are helping a dozen best-selling products in a dozen different fields! Write, wire or phone today for particulars. It costs you nothing to investigate!

SUN TUBE CORPORATION, HILLSIDE, N.J.

CHICAGO, ILL.
James L. Coffield, Jr.
333 No. Michigan Avenue

CINCINNATI, OHIO
G. M. Lawrence
1012 Elm Street

ST. PAUL, MINN.
Alexander Seymour
701 Pioneer Building

LOS ANGELES, CALIF.
R. G. F. Byington
1260 No. Western Ave.

American Accent
IN DEJONGE NEW CHRISTMAS BOOK
OF 122 PACKAGING PAPERS



122 designs in charming pattern, gay color
and metallics in Dejonge fine quality papers.

LOUIS DEJONGE
& COMPANY

161 Sixth Avenue New York, N. Y.
ZELLERBACH PAPER CO. - Pacific Coast Representatives
E. H. WILKINSON, LTD. - Canadian Representatives

SUN TUBES

Chosen to Package
New Deodorant . . .



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1260 No. Western Ave.

American Accent
IN DEJONGE NEW CHRISTMAS BOOK
OF 122 PACKAGING PAPERS



SEND the postcard for your copy of the 1941
edition of DeJonge new Christmas papers.
Styled to the 1941 American holiday tempo;
122 designs in charming pattern, gay color
and metallics in DeJonge fine quality papers.

LOUIS DEJONGE
& COMPANY

161 Sixth Avenue New York, N. Y.
ZELLERBACH PAPER CO. - Pacific Coast Representatives
E. H. WILKINSON, LTD. - Canadian Representatives



SLOPPY WEATHER MUDDY TRACKS... Help sell cans of Floor Wax!



There's no need for a "paws for product identification" in this case! Noxon Emulsified Wax stresses its ability to make floor surfaces waterproof as its main selling point. And the Noxon Chemical Co. has packed its product in a Crown Can designed to keep its name front and center . . . reading from left to right or from North to South!

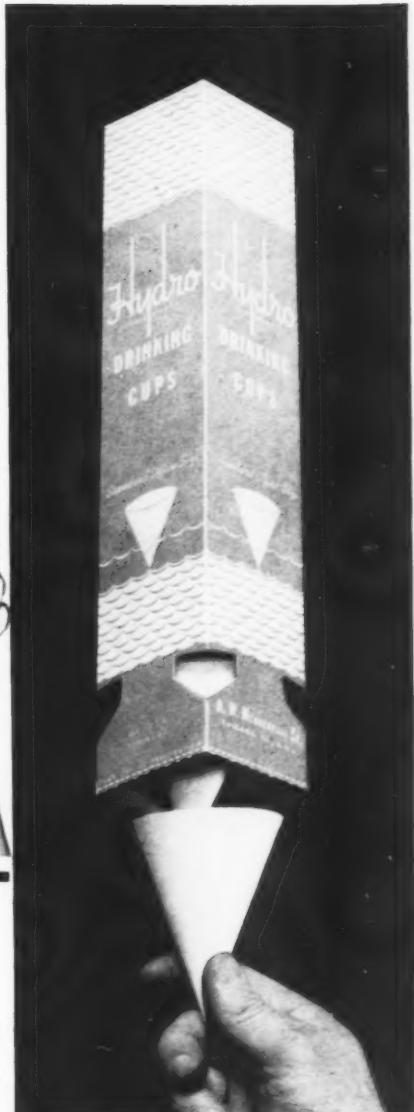
Whatever your product may be, its proper presentation to the buying public must always be one of your first concerns. Crown Can's designing staff is at your service to achieve that end. Consult one of Crown's sales engineers . . . representative of the interested service that has raised Crown to third place in the industry in four short years!

CROWN CAN COMPANY, PHILADELPHIA, PA., Division of Crown Cork and Seal Company, Baltimore • St. Louis • Houston • Madison • Orlando • Fort Wayne • Nebraska City

INDEPENDENT AND HELPFUL

CROWN CAN

"Getting all 4 helped get me here"



THE man who accomplishes things doesn't try to do everything himself. He has learned to delegate authority . . . to let others, better fitted, see the job through. That goes for cartons, too. ACE clients have found that it pays to delegate *all* their carton problems to such authority . . . because ACE gives you *all 4 big advantages*.

Those *all 4* are *Creative Design* that makes your packaged goods sing with sell appeal. *Practical Planning* that gives utmost protection, high utility value. *Exclusive Styling* tailored to compliment your product . . . to make it rate personal push and consistent display by dealers . . . and *Built-in Sell Appeal* that moves your products profitably.

Write us, outlining your folding carton problems, sending along a sample of your old cartons. We will give you a written analysis outlining our proposals and recommendations. There is no obligation.

ACE CARTON CORPORATION

2544 South 50th Avenue, Cicero, Illinois

Folding Paper Cartons • Folding Displays • Display Containers

ACE

Cartons

ACE PUTS THE Sell IN CARTONS



TEAMWORK provides the margin of safety when the aerial artist makes his death-defying leap. And product-package teamwork provides the margin of success when your merchandise makes its bid for public approval. Yes, both must be good!

Sefton designing skill and sound engineering have played important parts in producing sales-winning packages for many outstanding food, drug, cosmetic and automotive parts industries.

The Stack-Top can for display convenience, the Pliofilm can for added product protection, the Seal Fibre Container for automotive parts and the String-Pull can for ease in opening are all Sefton creations.

For greater economy, speedier service and helpful packaging suggestions, bring your packaging problems to Sefton. Phone or write for full details.

SEFTON FIBRE CAN COMPANY

Plants—St. Louis, Missouri • New Iberia, Louisiana

DISTRICT OFFICES:

New Orleans	Boston	Los Angeles	San Francisco	Denver	Tampa	Chicago	Des Moines
Oklahoma City	Pittsburgh	Detroit	Kansas City	St. Paul	Omaha	New York	Cleveland

Nashville

Dallas

Houston

Chicago

Salt Lake City

Cincinnati

Seattle



New and Charming
ROSEBUD FLORAL PATTERN

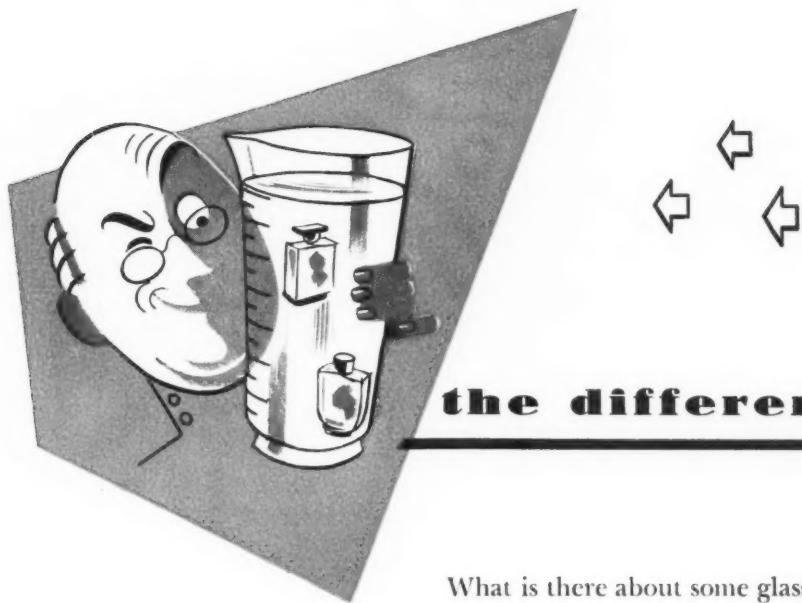
SERIES 679—*in many color combinations*

This is but one of our new decorative box covering papers for 1941. Many new and engaging patterns for knowing buyers.



We'll gladly send samples and prices upon request

ROYAL PAPER CORPORATION
Manufacturers of DECORATIVE PAPERS
ELEVENTH AVENUE and 25TH STREET
NEW YORK, N. Y.



the difference in bottles

What is there about some glass containers that make them so much more effective than others?

A bottle may be esthetically perfect, it may attract a lot of attention; yet it is ignored by the buyers, while some other bottle wins the sale. Why?

Because getting real sales results with packaging requires not *some* of the elements of good packaging — but *all* of them. It is not enough for your package to be merely good-looking, or handy, or reasonably priced. It must be *all* of these things.

That is why Carr-Lowrey's "3-point" service came into being.

CARR-LOWREY 3-Point Service



- 1 PRACTICAL
 - 2 ATTRACTIVE
 - 3 ECONOMICAL
- glass packages for cosmetics, drugs, foods household products.



It is our plan for the design and production of glass containers that possess *all* of the things consumers want. It is your guide to successful and profitable glass packaging.

◆ A highly functional package for Westphal's Auxiliator hair tonic. Here, the problem is primarily practicality. This simple Roman arch bottle with fluted corners holds a liquid pint and fits both hand and shelf easily, while retaining identification value.

Carr-Lowrey Glass Co.

Factory and Main Office: BALTIMORE, MD.

New York Office: 500 Fifth Avenue

Chicago Office: 1502 Merchandise Mart

1924
\$2~~65~~



GONE ARE THE DAYS WHEN "CELLOPHANE" WAS KEPT IN THE SAFE

• In 1924 "Cellophane" cellulose film cost \$2.65 per pound. A few manufacturers actually kept it in the safe. But twenty price reductions have been made since then. Today, this same film is 33 cents per pound—less than one-eighth the original cost.

The Du Pont policy of initiating and continuing price reductions as fast as lower costs permit has made it possible for "Cellophane" to become the nation's symbol for modern packaging.

Du Pont, "Cellophane" Division, Wilmington, Delaware

1941
33¢

An advertisement for Cellophane. The background is a dark, textured scene with silhouettes of a crowd of people at the bottom. In the center, there is a white arrow-shaped graphic pointing to the right. Inside the arrow, the word "Cellophane" is written in a large, bold, serif font, with "TRADE MARK" in smaller letters below it. Below that, the text "AMERICA'S GUIDE TO ADDED VALUE" is printed in a smaller, bold, sans-serif font. To the right of the arrow, the word "DUPONT" is written in a stylized, oval-shaped font, with "REG. U.S. PAT. OFF." in smaller letters below it. The overall composition is dynamic, suggesting movement and progress.

"CELLOPHANE" IS A TRADE-MARK OF E. I. DU PONT DE NEMOURS & CO. (INC.)

Which one of these 3 Problems is yours —

TOM'S

or

DICK'S

or

HARRY'S?



NEW PACKAGE

Tom Smith* wanted a package for a new, hard-to-package product. Consisting of three units, it was bulky and cumbersome and yet had to be sold in a specialized women's market. For Tom Smith, Ritchie designed an ingenious, compact, combination package with real display value and feminine appeal. Winning first honors in its class at a packaging exhibit, this package is, more importantly, winning new customers for Tom Smith's product every day!

PACKAGE RE-DESIGNED

Dick Roe* wanted his package improved to make the medicinal tablets it held easier to remove and to give display value to a product that had none in itself. Ritchie re-designed his conventional paper box, employing a new transparent cover and a new transparent tray to hold the tablets. Results: New convenience for the consumer. New display cooperation from dealers. New sales and profits for Dick Roe!

*The names, of course, are fictitious — the instances real.

IMPROVED PRODUCTION

From a design and merchandising standpoint, there was nothing wrong with Harry Brown's* package. But with sales booming he wanted faster delivery and dependable quality at a moderate packaging cost. Now, thanks to Ritchie's large scale production facilities and specialized manufacturing methods, Harry Brown is getting all the good, solid, honestly made packages he wants—when he wants them and *without* a price premium!

Why not let Ritchie help you solve your packaging problem? Why not have all the advantages of all that Ritchie offers you: A talented design service available without cost to established manufacturers. The production



economies of one of the largest and most modern packaging plants in the country. Seventy-five years' experience making Packages that Sell for all kinds of products. Why not write regarding your problem today?

W. C. **Ritchie**
AND COMPANY

8846 BALTIMORE AVENUE • CHICAGO

SET-UP PAPER BOXES
FIBRE CANS
TRANSPARENT PACKAGES

NEW YORK

DETROIT

LOS ANGELES

ST. LOUIS

MINNEAPOLIS

DENVER

MIAMI



**FOR ALL THESE PRODUCTS
NASHUA
DESIGNS AND PRINTS
SALES-BUILDING PACKAGING WRAPPERS**



Gales Chocolates ("Cellophane" embossed and printed by Nashua)

Walter Baker Chocolate Bar ("Cellophane" printed by Nashua)

Felin's Gold Medal Bacon ("Cellophane" printed by Nashua)



Gold Bond Haddock Fillets ("Cellophane" printed by Nashua)



Joan Manning Chocolates ("Cellophane" printed by Nashua)

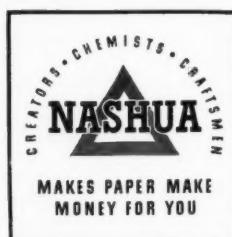


R. J. Peacock Sardines (Nashua-printed Glassine)

WHATEVER Your Packaging Problem, Let Nashua Creators, Chemists and Craftsmen Help Solve It.

Write for Free Samples

NASHUA GUMMED AND COATED PAPER COMPANY
Department M5, Nashua, New Hampshire



- A Peanut Butter Kits (printed "Cellophane" and waxed paper by Nashua)
- B Stadler Towels (Nashua-printed Tissue Wrapper)
- C Squirrel Salted Peanuts ("Cellophane" printed by Nashua)
- D American Thread ("Cellophane" printed by Nashua)
- E Red Cross Toilet Tissue (Nashua-printed Tissue Wrapper)
- F Erving Homespun Napkins (Nashua-printed Imitation Glassine Wrap)
- G Necco Luncheon Bar (Nashua Opaque Glassine Wrap)
- H Ten Crown Charcoal Gum ("Cellophane" printed by Nashua)
- I Cote's Bread ("Cellophane" printed by Nashua)
- J Rainbow Wafers (Nashua Glassine Wrapper)
- K Chatham Blanket (Nashua Decorative Box Liner)

Look for the Triangle

NASHUA

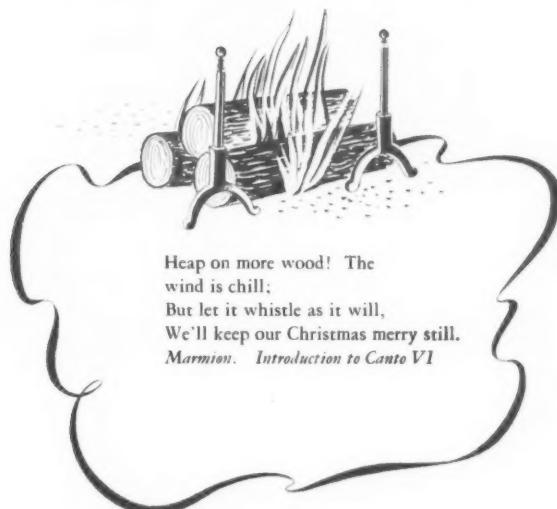
Sign of a Nashua Value

Modern Packaging

MAY 1941

VOLUME 14

NUMBER 9



Heap on more wood! The
wind is chill;
But let it whistle as it will,
We'll keep our Christmas merry still.
Marmion. Introduction to Canto VI

BLUEPRINT OF *Gift Packaging*

Some 230 days before Christmas, but alert packagers are readying their gift packages now. It is traditional among many manufacturers not to think about Christmas until the weather begins to get cold. Other manufacturers start talking about Christmas in May or June, but refuse to take any definite action until late in the fall. When the "frost is on the pumpkin," it's too late to carry out those ambitious ideas for original and outstanding packaging schemes. A campaign must be carefully planned months in advance and the most successful plans are those which are completed the early part of the summer.

Because of this tremendous opportunity to create greater sales, every use should be made of those ideas which have proved successful in all-year-around promotions, plus those developments that make a pertinent bid for holiday appeal.

An inventory of trends is in order at the beginning of every package-planning project, since the spirit of change in the packaging industry is ever present. When the year 1941 finds economic and social conditions changing at an accelerated pace, there is an added urge

and necessity to study the effect upon package design, construction, color, identification, etc.

What changes or modifications in packaging practices are forecast for 1941 as a consequence of the European wars or in deference to the United States defense program? Will the wars of the world, plus propaganda, produce a mood of fiery patriotism? Or will the crumbling of old traditions in the economic and political institutions engender a nostalgia for "the good old days"? Packages may reflect either of these two moods. On the one hand, those which embody the motifs of American symbols; on the other, those which express the sentimental aspects of the simple life. Which will be prevalent in 1941?

Modern Packaging's Institute of Package Research has compiled a mass of information gathered among package suppliers, package users, designers, retail establishments and associations. The expressions found here may be of assistance in the planning of packages for the forthcoming holiday season. Elsewhere in this issue will be found other articles which bear directly on the subject of holiday gift packaging.

A Survey by the Institute of Package Research

U. S. defense program and the U. S. packager

The Packaging applecart, it may safely be said, will not be overturned as a result of the European war situation and the U. S. defense program. A government priority order has been issued on aluminum. The government has requested that tin purchases be cut by approximately 25 per cent. Brass, nickel and phosphor bronze are difficult to obtain. Dies, die metal and die makers are likewise difficult to obtain and becoming increasingly expensive. All this is true. But the paper industry, the glass, plastic and tin fields, the rubber and cork industries can supply packagers' demands.

1941 will find no serious dislocations, for there is an abundant supply of raw materials for manufacturing all types of packages. In view of the difficulty in securing new molds due to the delay in obtaining tool steels and tool workers, there may be a decrease in the utilization of new molds for plastic, glass or molded pulp containers. However, where novel mold forms are unobtainable, package accessories will be called upon to "dress up" the stock container.

The use of plastics in packaging has expanded and will, in 1941, occupy an even more important position in the packaging picture. (See article on page 64.) The rigid transparent materials in recent years have come to play a tremendous part in packaging and there is every indication that these materials will be more widely utilized than ever before. Pottery which began to gain in popularity some three years ago is reported to be considered as one of the ideal materials for re-use gift containers. All of these materials—as well as wood and metal—will come into play as in years past.

The glass industry is particularly fortunate since its materials are procurable in abundant quantity within the borders of this country. Since glass is not listed as either a critical or strategic material, it may be called on to replace those packaging materials which are so listed. Plant capacity in the industry is well beyond present production and glass container manufacturers foresee no bottlenecks in bottle supply. Present equipment could handle an increase of from 30 to 35 per cent without new construction of any kind and an additional increase could be achieved within reasonable time by reopening existing plants not now in operation. There may be a consolidation of methods, materials and machines but packagers, by and large, will have a host of materials from which to construct their packages.

Defense orders present a new situation for the packager to consider. Almost thirteen billions of dollars will be in circulation this year as a result of defense contracts awarded by the government. More contracts are being placed daily. Naturally, this will have a tremendous influence upon local markets and trading centers. New towns are being formed; more jobs are available; more money will be in circulation; new ways of making money are in existence—all as a direct result of preparing for national defense.

Uncle Sam Opens New Markets

Striking illustrations of what defense contracts will mean to some towns and cities may be had by studying the map and Table 2 on page 39. This map, prepared by the Bureau of Research and Statistics on February 24, 1941, indicates the total value of contract awards assigned to Federal Reserve Districts by major object groups. In each of the Districts, separate bars represent the value of contracts awarded for airplanes, parts and equipment, ship construction and equipment, ordnance and ammunition, construction other than ship construction and all other manufacturing.

These towns and cities are not, of course, benefiting in the same degree. Defense contracts awarded through January 31, 1941, less awards for ships and airplanes, which must of necessity be ordered either where facilities are available or where natural conditions are most favorable, are roughly related in their geographic distribution to manufacturing capacity as reflected by value added by manufacturing in 1937, in the report of the Census of Manufacturers. The data on contract awards include major awards made by the War and Navy Departments for defense purposes between June 1 and January 31. Table 1 provides a comparison of the proportion of the value added by manufacturing in twelve Federal Reserve Districts in 1937 with the proportion of defense contracts assigned to these regions.

What will all of this mean to the packager? The most valuable interpretation of the letting of defense contracts is in their influence on local markets. A striking example of how the government spending will affect the spending habits of towns and cities is demonstrated by per capita orders. Thus, Pascagoula, Miss., a town with a population of 5,900, has received contracts totaling \$44,628,049. The per capita order equals \$7,564.

Cincinnati has per capita orders equal to \$291; Bridgeport, Conn., has \$708; Bath, Maine, has \$17,051.

Small towns, formerly not considered profitable markets, today are significant outlets for merchandising. The fact that 2,000 more men will be employed in a community should mean a great deal to a manufacturer, provided, of course, he can ascertain the per capita value of a job in terms of his own business. Much of the expansion going on must be studied in relation to a manufacturer's own industry. Those sections of the country receiving defense orders are benefited tremendously. Manufacturers would be well advised if they indexed the newly formed markets or the established but expanding markets in terms of what they have to sell and promote to these new defense workers.

TABLE 1.—Distribution of Contract Awards and Manufacturing (1937) by Federal Reserve Districts

Federal Reserve District	Value Added by Manufacture 1937 Per cent	Total Value of Contract Awards Per cent	Total Less Awards for Ships and Airplanes Per cent
1. Boston	11.8	14.5	7.7
2. New York	20.8	17.7	18.4
3. Philadelphia	8.7	11.7	10.4
4. Cleveland	15.5	3.6	7.8
5. Richmond	3.4	12.6	12.7
6. Atlanta	2.7	3.1	5.0
7. Chicago	24.6	10.2	17.0
8. St. Louis	2.0	3.9	8.9
9. Minneapolis	1.0	.3	.8
10. Kansas City	1.7	1.5	3.2
11. Dallas	1.7	2.1	2.6
12. San Francisco	6.1	18.8	5.5
Total United States	100.0	100.0	100.0

DISTRIBUTION OF DEFENSE CONTRACTS BY MAJOR OBJECTS BY FEDERAL RESERVE DISTRICTS

JUNE 1, 1940—JANUARY 31, 1941



TABLE 2.—Distribution of Major Defense Contracts Awarded by the War and Navy Departments, by Major Objects, Federal Reserve Districts, and Selected Industrial Areas, June 1, 1940—January 31, 1941

(Subject to Revision)

Federal Reserve District	Total	Airplanes Engines Parts and Equipment	Ship Construction and Equipment	Ordnance and Ammunition (In Thousand Dollars)	Construction Other than Ship Construction	All Other Equipment Supplies and Material
1. Boston	\$ 1,705,314	\$ 173,441	\$ 1,189,088	\$ 124,057	\$ 123,258	\$ 95,470
2. New York	2,084,585	580,641	677,801	564,057	60,958	200,363
3. Philadelphia	1,373,927	29,397	878,279	180,046	73,774	212,431
4. Cleveland	423,699	9,775	63,434	149,244	42,688	158,558
5. Richmond	1,484,636	229,761	684,409	244,894	268,050	57,522
6. Atlanta	360,057	11	134,358	46,333	139,099	40,256
7. Chicago	1,203,710	365,043	75,865	276,903	107,135	378,764
8. St. Louis	464,474	66,087	718	217,972	162,071	17,626
9. Minneapolis	40,655	947	2,806	24,970	5,650	6,282
10. Kansas City	182,265	37,809	141	13,795	124,681	5,839
11. Dallas	241,772	37,836	87,745	2,048	105,078	9,065
12. San Francisco	2,199,246	728,437	1,226,523	16,320	211,861	16,105
Off Continent and Unassigned	811,529	15,842	43,938	166,668	302,294	282,787
Grand Total	\$12,575,869	2,275,027	5,065,105	2,028,072	1,726,897	1,481,068

2,000,000 Men in Uniform

A market is a group of people willing and able to buy. That is simple enough. Yet it must be remembered that the existence of wealth does not determine the size of the market. The availability of merchandise is a factor, too, and availability includes the attractiveness

with which goods are presented. Thus, manufacturers must of necessity supply consumers' markets with the type of merchandise desired, if the sales scale is to be balanced successfully.

Naturally, the young man of the family who is off to camp is a target for gifts from friends and relations. The removal of these 2,000,000 men from their local markets will re-direct certain channels of trade. A study of the map and chart on this page will indicate just where increased trade from actual troop concentrations will be felt. The map shows 87 camp locations; the chart shows the listing by states of the estimated number, in round numbers, of men in camps by June 15, 1941.

This army camp market is going to be, this year, a new outlet for gift merchandise. Young men are going to want food products, toiletries, clothing, stationery, radios, typewriters, etc. These products will reach the soldiers in gift packages and a market of 2,000,000 men is not to be ignored by complacent manufacturers.

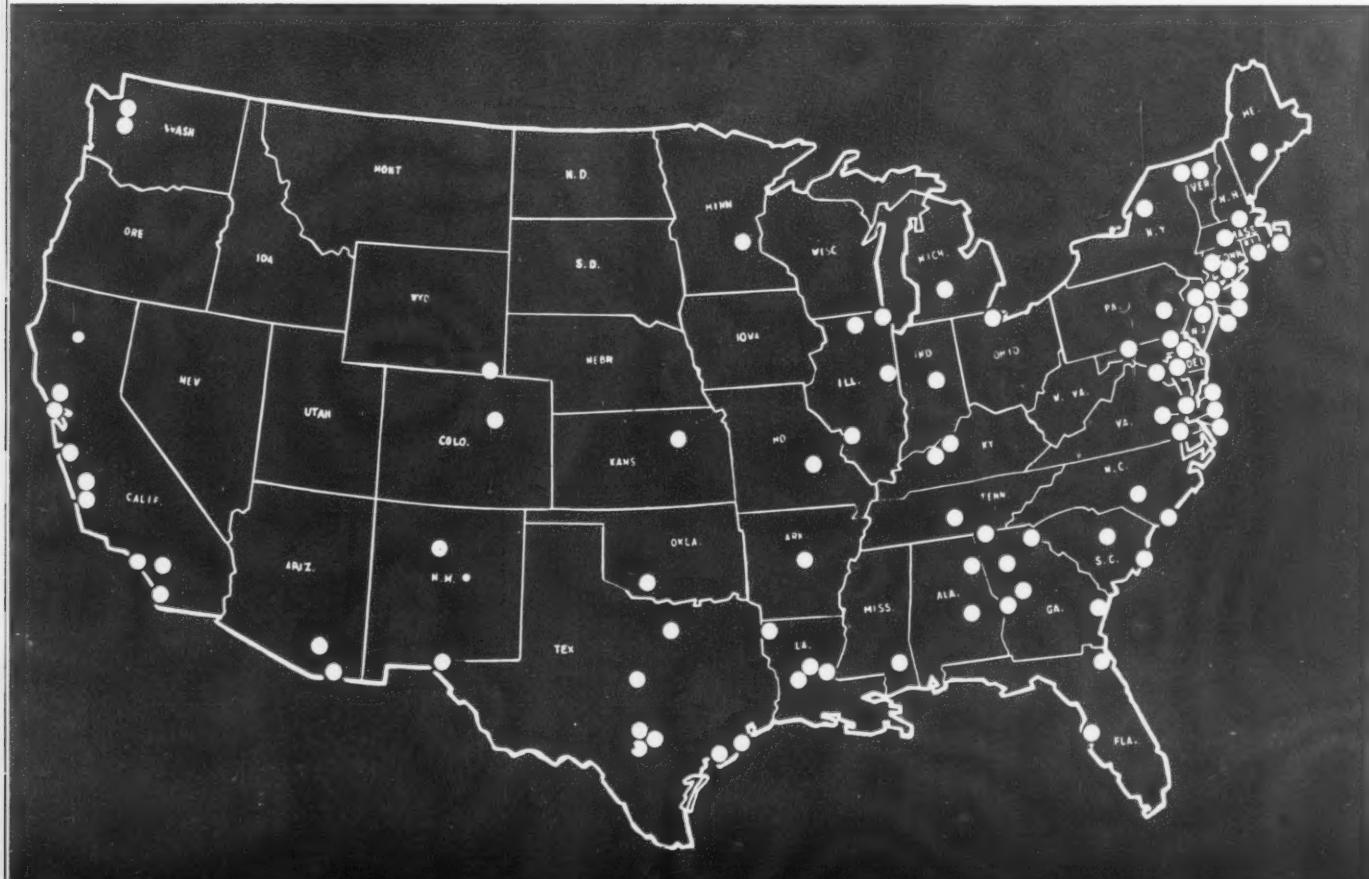
In addition to the draftees, there is, of course, the vast gift market which each year offers manufacturers an opportunity to create greater sales. Consumers at holiday time are in a more receptive mood for buying. Competition is keener and there is always a tremendous impetus in package material developments.

The year 1941 with its changed economic conditions will necessitate new concepts in the design of the package as well as in the decoration of the surface. This situation is a natural and direct outgrowth of the changed market outlook confronting manufacturers.

NUMBER OF MEN IN CAMPS

Alabama	27,600	Missouri	35,800
Arizona	9,200	New Hampshire	3,300
Arkansas	25,000	New Jersey	31,700
California	122,300	New Mexico	1,900
Colorado	5,400	New York	36,200
Connecticut	1,700	North Carolina	82,300
Delaware	13,000	Ohio	1,100
District of Columbia	1,400	Oklahoma	21,600
Florida	15,200	Oregon	7,000
Georgia	85,000	Pennsylvania	21,100
Idaho	2,000	Rhode Island	3,200
Illinois	26,900	South Carolina	59,400
Indiana	5,700	South Dakota	1,600
Iowa	200	Tennessee	28,300
Kansas	18,600	Texas	135,200
Kentucky	77,300	Utah	2,500
Louisiana	82,300	Virginia	60,400
Maine	2,100	Vermont	6,700
Maryland	39,000	Washington	55,400
Massachusetts	59,800	Wyoming	9,300
Michigan	34,200	Total	1,316,500
Minnesota	3,200		
Mississippi	55,400		

By the 15th of June, Uncle Sam will have some 2,000,000 men in army camps scattered across the country. The chart shows the listing by states of the estimated number of men in camps. The map indicates 87 camp locations.



The Military vs. The Non-Military Mood

Patriotic resurgence and growing prosperity are affecting the conversation, tastes and tempo of American life today. Obviously, the appeal of gift and holiday packages will depend, in large measure, upon the packager's ability to incorporate what is timely and seasonal in the container he produces.

The Institute of Package Research, in its "poll" among package suppliers, package designers and manufacturers has discovered that there exist some differences of opinion as to what will be most in demand insofar as package design is concerned. On one hand, there is a definite indication that the utilization of military motifs will be predominant; on the other, an expressed desire for the conventional Christmas and holiday designs has come forth. There is also a tendency toward the use of Colonial and Early American motifs as well as South American colors.

With the expansion of packaging into more of the so-called "style" fields and with the growing emphasis which consumers and retailers place upon color and design patterns and seasonability, it becomes increasingly important for the manufacturer to consider not only his own scheme of production and design, but the outside factors that influence the success of his packages.

There exists a mood of patriotism among the majority of Americans today. Because design paces national psychology, we are having a plethora of patriotic motifs in everything from women's hats to children's toys. Packagers have, in the past, found it good practice to tie-in their package designs with current style trends. Thus, one could come to the simple conclusion that in 1941 gift packages would incorporate patriotic

symbols—stars, stripes, eagles, red, white and blue color schemes, etc.

The conclusion, however, would not be a sound one. For the packager would have to consider the fact that in troubled times there is a desire to revert to the plain, simple verities, to the old traditional designs and old-fashioned symbols.

Thus, instead of slavish reproduction of naval and military emblems and symbols, there will be adaptations which will be combined with Colonial and Early American design motifs. "Waving the flag" to stimulate sales is somewhat beyond the bounds of good taste and might well defeat its own purpose. The use of red, white and blue color combinations is popular now and will very likely continue to be popular for some time to come. These colors will be reflected in an increasing number of gift purchases for men in service as well as for other gift purchases.

Despite the innovations in design and color—developed as a result of the changed world situation—there is a goodly market for conventional holly leaves and red and green patterns. Packages will be planned to portray the various moods of the holiday—the festive and merry mood, the inspired mood, the nostalgic mood, etc. One fact should be considered for gift packaging in 1941—as in previous years—namely, that holiday packages more than those for any other time must combine attractiveness with maximum utility. The package which may be utilized as a utility box after it has served its purpose as a container will remain as popular—if not more popular—for gift presentations as it has in past years.



The paper manufacturers have, with customary zeal, gathered together an array of gift wrappings designed to capitalize upon patriotic desires as well as consumer demands for holiday papers with traditional holiday patterns. These wrappings are available both as stock designs or as specially designed papers.

The 1941 paper line of the Chicago Printed String Co. incorporates the traditional holiday patterns as well as designs devised to appeal to men in camp or women sending gifts to draftees. Thus, one paper depicts some of the humorous sides of camp life, while other papers are decorated with the conventional

Christmas colors and motifs. Modernized versions of the richness and decorativeness of the last of the 19th and the early part of the 20th centuries are widely utilized. From this concern we learn that metallic papers in silver, gold and copper are gaining rapidly in popularity because of their unusually rich appearance. White and yellow are favorites, while off shades such as magenta red, turquoise blues and bluish shades of green are prominent. Red, white and blue color schemes are used plentifully for gift ribbons, to be applied in conjunction with white wrappings.

An entirely new development in Argentine-coated

silver foil has been placed on the market by Louis Dejonege & Co. and announced as their 1941 silver and gold foil. Its arrival on the market was exceedingly timely as it paralleled the restrictions on the sale of aluminum foil. Although this product is just being placed on the market, Dejonege announces that they are now manufacturing to full capacity.

This company has developed a complete line of fancy papers for holiday presentations which incorporate patriotic motifs. Thus one paper series has all-over designs depicting the Spirit of '76, the Liberty Bell, covered wagon, the first steam train, the first steamboat, etc. Red, white and blue stripes of all widths and variations are being developed. Other lines, however, lean toward the Victorian and Colonial—florals with old-fashioned rose patterns, dainty flowers that look like petit-point. Stripes of such colors as magenta, emerald and turquoise—definitely Victorian—on white backgrounds are proving to be most acceptable in the packaging field.

The Matthias Paper Corp. expresses the opinion that war and its symbols as a packaging design motif will be absent in styling, although the national colors, arranged in stripes, reproductions of the Liberty Bell, the Statue of Liberty and other historical emblems will be popular. This company, in the course of investigation into the desires of 1941 gift buyers, has become convinced that bright colors will be most acceptable, with blue replacing green in Christmas papers and silver as the outstanding design trim.

One large supplier of fancy papers finds that the best color combination for Christmas will continue to be red, green and silver with dark blue, light blue and silver holding second place and with red, black and silver having the call for some motifs. Yellow is evidencing some new popularity and gold is more in demand than for several years. Design motifs are changing slightly in general acceptance. Poinsettias continue far in the lead, but with an evident diminishing of the sales gap between them and other motifs. Bells, snowmen, Santa Claus and candles are gaining in profitable promotion and Scotties seem destined, inexplicably, to go on forever. Stars, too, will sell well. Tiny motifs are having considerable welcome, but not approaching the overwhelming preference some organizations predicted.

Materials, by and large, will continue to maintain their status of the past two years. The new coated, overprinted and embossed numbers have commanded some public interest. It is believed that one of the most hopeful introductions for the coming holiday season will be "spot" designing with subordinated backgrounds in water color effects. Motifs are compact and very widely spaced to permit of attractive spotting on packages. Another increasing trend is toward gift packaging retail items in cellulose wraps.

Charles W. Williams & Co. has developed a line of pyroxylin coated, casein golds, polished and varnished to give the effect of foils, to replace the foils which this year will be absent due to priority orders. This company believes that blues, browns and copper shades are

gaining in popularity. To meet the demand for packaged gifts for men, the company has developed a line of wood and cork grain papers as well as khaki and navy colors. Regency colors, a subtle, toned-down series of rose, turquoise, green, gold, brown and blue are on the upward trend. These papers are particularly well suited for stationery, jewelry and candy box covers. Floral designs are likewise going to be widely used, capitalizing upon the Victorian trend which started last year. The Pan-American good-neighbor policy expresses itself in papers by a series of brilliant primitive colors of strong intensities. These are designated as "serape" colors after the colors in the hand-woven shawls Mexican peons wear over their shoulders. This company likewise sponsors a Colonial series, with design motifs such as spinning wheels, hurricane lamps, New England fireplaces, etc.

Dennison Manufacturing Co.'s findings for this year indicate a slight leaning toward the military in design patterns. Manufacturers of widely diversified lines are using gift wrappings more extensively for Christmas selling. These wrappings portray the various moods of the holiday season: the merry mood, the military mood, the festive mood, the Victorian or Colonial moods, etc.

The Marvellum Co. expresses the opinion that colors to be used for 1941 will be about the same as last year. There is some tendency, it is reported, to swing toward Pan-American colors. Design motifs tend to be simpler. Patriotic insignias will be widely used, in the opinion of this organization.

Hazen Paper Co. secures an interesting effect on some of its papers through the utilizing of floral patterns. An all-over pattern of drums appears on one line, indicating again a trend toward the military or patriotic design motif.

The Nashua Gummed & Coated Paper Co. keeps abreast of changing fancies with a comprehensive line of simply designed papers. The usual bells, trees, stars, etc., appear in the traditional form for the most part, slightly modernized. Motifs vary in size with a prevalence of small units. However, in specially designed gift papers for the exclusive use of one manufacturer, the trend would seem to be toward the use of larger patterns, generally on a white background.

Designs in ribbons have "gone plain" to balance the more than usually fancy decorated papers and wrappers, reports the Fibre Cord Co. It further says, "Unprinted or undecorated ribbons are in demand. This is ascribable, in part, to the demand for papers printed in many colors and in complex designs. It is reported that it is becoming increasingly difficult to obtain tinsel which is used to a great extent in woven tinsel ribbons and as edging on certain other types of ribbons."

One ribbon manufacturer predicted an increase in the use of decorative ties this Christmas, saying that this would be probably the peak season of any year for his merchandise. He also predicted that a substantial portion of the ties used would be of the synthetics, predominantly cellophane. The reason given was

based on the price structure of ties generally. Fabrics have been going up in relation to the whole picture, and synthetics have been going down.

The educational work performed among consumers by large companies interested in promoting gift tying, both in the home and in retail outlets, will bear rich fruit in 1941 according to Nathan Strauss of Freydberg Bros., Inc. "Consumers are really gift-tie-and-wrap conscious because of the fine promotion job that has been done among them by suppliers, the trade press and consumer magazines, generally," Mr. Strauss said.

"I look for a great increase in the use of red, white and blue during this Christmas because of the defense program as well as the rising nationalistic spirit. But because the total volume will also rise, I feel, and preliminary sales bear me out, that the traditional Christmas colors of red and green will form a very substantial portion of Christmas gift tie buying. The general increase in gift-tying is predicated on substantial orders from new accounts and increased orders from regular buyers."



Re-Use Containers

The re-use container has always been an effective gift unit, since it has unlimited possibilities for display and merchandising efficiency. The container must, if properly designed to do a good job, be appropriate to the contents in color and design. The size and shape will necessarily be correlated with the product. The time to start devising containers with re-use value is not a month before the holiday season, but at least six months prior to the time of retail presentation. May and June are the months in which to develop most re-use containers. The very nature of the unit is such as to require considerable time for the development of the idea and further time for the execution of the idea, since, generally, dies, forms or jigs are required in one form or another in the process of fabricating or manufacturing necessary adjuncts to this type of package.

A note of caution, however, to alert packagers. There is some talk in Washington that there will be a curtailment on what is to be considered non-essential tin containers. It is too early to say what will happen here, but this type of container should be developed with an eye toward possible action as a result of the program on the conservation of tin to be used for essential and defense purposes.

Plastic containers, because of their luxury appearance, will be extensively adopted. Plastics and plastic by-products in combination with other materials will be increasingly used. Not only have such packages been filtering into many and diverse fields, but with the current dislocations in the metal industry—plus the preoccupation of metal formers with defense orders—plastics will step in quickly as a replacement material.

Left: Fruit cakes and cookies greet the holiday season in re-use containers. At the right is a Loose-Wiles Biscuit Co. assortment in an octagonal shaped tin container with pictures of American historical incidents lithographed on the sides. In the center is a sturdy embossed leatherette case complete with lock and key. At the left is a metal container with a lid of special construction. Deep embossing of leatherette cover and sides gives a three-dimensional effect. Right: The airplane luggage type container has been utilized for many different types of products. Here a shirt, tie and handerchief are merchandised as a gift unit. All of these items have obvious re-use possibilities.





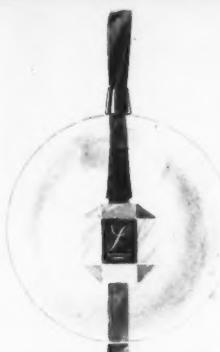
The rigid transparent acetate containers have for some time now offered opportunities for added sales, converting products into suitable gift items. Christmas selling is hurried selling and hence one of the main requirements of a gift package is that it aid in the display and explanation of the product. One of the ideal means of obtaining this aim is in the use of the transparent container.

Everything from peanuts to pianos has, in the past, been overwrapped in cellulose sheetings, indicating the demand for visibility of the product. Rigid acetate sheeting has been fabricated into containers of various shapes, sizes and constructions to house articles in many diverse industries.

Striking examples of new ways in which to make use of transparent acetate sheetings are well demonstrated by the three sketches appearing on page 45. Tools ordinarily are not classified as gift merchandise, but that they can be so classified via the package is entirely within the realm of possibility.

Stanley Tools, a company sponsoring a complete line of tools, proved this point several years ago. Each holiday season, this firm presents its tools in gift packages which have sent the sales barometer higher and higher. Illustration 2 shows an artist's conception of how a tool container might be developed. A wooden base is topped by a gleaming transparent hood. The handles of the tools may be seen through the hood, thus providing ideal display value. The sturdy wooden base may be used as a storage vehicle for the tools.

Above: A number of unrelated products may be sold as a unit in a re-use container. Here again the luggage-type package is adopted. Center: Specially designed for men in military camps is the new Mennen kit. Made of simulated leather, the kit has a rubberized lining with a pocket. Below: The American Stores carrying case converts everyday products into a gift unit. All of the foods included in this combination package are regularly sold in the store, but when combined in the package, they are suitable for gift-giving occasions.



2

3

Suggestions for gift presentations. Rigid transparent acetate containers have a pleasing tactile quality, product visibility and are refreshingly modern. Merchandise packaged in them is protected against soiling from dust and handling. 1. A perfume package. 2. Tools may be packaged as a gift item and 3 beads or pearls displayed and sold in an extremely novel manner, providing visibility and product protection. Sketches courtesy Monsanto Chemical Co.

Perfume, always a gift item, can be dressed up in a new and unique manner through the utilization of transparent sheeting. Illustration 1 shows an artist's conception for the gift merchandising of perfume. The unit consists of a sphere of acetate with a bottle suspended in it by a ribbon, permitting the package to be hung directly on the Christmas tree or over a mantel. Four sets are packaged in a nest of shredded cellulose to simulate Christmas balls.

Necklaces are generally merchandised in a rectangular container. A distinctly different manner of merchandising may be found in the container shown in illustration 3. A black velvet cone, forming the base for the necklace, is covered with a cylindrical hood of acetate. The necklace is fixed, both top and bottom, on the cone and may be clearly seen through the lid.

Innumerable variations of construction are possible when combinations of set-up paper and rigid transparent boxes are utilized to provide re-use containers with a functional as well as an aesthetic value. Such containers serve to group related items of merchandise into units of higher retail value and the transparent

sheeting permits a full view of the product while reducing pilferage and handling to a minimum.

The employing of re-use packages does not imply the necessity of spending huge sums of money. Since depression days, there has been a trend toward a serious consideration of economizing on packages in a practical way to combine utility with a more dignified treatment of color and copy. Thus, the American Stores are sponsoring a re-use gift container which is simple and utilitarian. All of the various foods included in this combination package are regularly sold in the store, but combined in the container, they are not only more attractive, but cheaper than buying the articles separately. The outer surface of the container is not marred by conspicuous use of the manufacturer's name. Thus, the unit may be used for other purposes after the original contents have been removed.

A container simulating a suitcase is a practical and ingenious way in which to gift merchandise a number of different products. This type of re-use vehicle has been widely used in the past and, because of its practicality, will, in all probability, continue to find favor.



On the following pages, certain advance predictions are made for the fall and holiday season of 1941. Every season sees numerous colors, patterns and designs which are shown for "high style" fashion wear. The packager who carefully studies these trends in color and design can establish a correlation between the color opportunity in his field and the optimum seasonal color in the style field and thus assure himself the best possible chance of effectiveness of package color and pattern.

In certain fields of packaging and particularly gift packaging for such seasonal trade as Christmas, Easter, Mother's Day, Father's Day, Valentine's Day, etc., the packager's chance of having his package seen and appreciated are dependent just as much upon current styles in design and coloring as upon the beauty of his individual package. Packages do not stand alone, but are judged, rather, in relationship to the entire color and design of the season.

Sensitive as always to social influences and world events, fashions for the forthcoming season reflect the international mood in two main directions. These can be epitomized as follows: first, in the form of escape, through glamorous colors, rich textures and luxurious styles; second, in a sterner, more realistic spirit, featuring shades and designs of a sober sort, which directly mirror the current world crisis.

The Textile Color Card Assn. of the United States, Inc., which links the fashion industries together for the purpose of creating color harmony and coordination of colors in wearing apparel and other related units, each season releases advance color charts. A study of these forecasts may be helpful to some manufacturers in ascertaining trends.

For 1941 a rich spectrum of colors is being promoted for fall by the apparel, decorative and related industries. Outstanding in this range are pastels, such as gray, rose, beige, lime and the softer greens, golds and blues. Sand hues and other staples have carried over from last season and will continue important. In the darker group, deep gold, rust, purple, grass green and red are given leadership. There is also a very striking range of rich golden browns. The call for realism is answered with an abundance of decisive virile shades, particularly the new wine tones, marine blues, browns of an almost khaki suggestion, grays and tobacco colors.

In selecting fall shades for packaging, cognizance must be taken of certain basic trends, as well as the various striking new casts. There is no denying the paramount importance of green—a welcome note enough, since green has always had a Christmas association. Fashion accents green in every conceivable shade, from the most delicate high style pastels, to the deep, dark and decisive colors. One shade, which seems really to have been conceived for package planning, is bronze, a deft combination of green and gold tones.

The direct question now arises: Which of these colors apply themselves with most facility to packaging's needs for the 1941 holiday season—and how can they best be used? Before answering, we must examine into the probable national mood and gift trends of the fall.

As fashion, in color and design, reflects world happenings, so, too, with the gifts themselves. Improved business conditions, thanks to the defense boom, imply

a tendency toward more lavish gifts. That points to emphasis on high fashion shades. The military picture, with about 2,000,000 young men under arms, means that gifts for the service man will be important. This likelihood, too, has been anticipated by fashion. Indeed, the military influence runs through the whole picture of color, fabric design and dress styles. There are plenty of quasi-military colors in the 1941-1942 spectrum. Note the stress on browns, dark golds, marine blues and steel-grays.

Undoubtedly gifts for service men will play a major part in Christmas shopping this year. But what kind of gifts? Brief consideration of a service man's needs is all that is necessary to answer that question. The range of gift possibilities for the military is broad enough—reading matter, cigars, cigarettes, candies, fruits, foodstuffs, toiletries, all sorts of pocket articles, such as cigarette cases, flashlights, radios and a limited group of apparel items.

For the packaging of this class of gift, the color scheme takes on fairly tangible aspects. Masculine colors are plentiful enough in the fall range—from the bold and bright football and ski colors, through the tobacco and coffee shades right down to the stern and warlike squadron gray.

While the range of suitable gifts for service men will be restricted by the soldier's limited needs, there will be little restriction by the donor as to the cost of the gift. On the contrary, it may be expected that the average outlay for holiday presents for young men this Christmas will be well above that of other years. Quality will be demanded, as well as practicality. And, as the gift becomes more lavish, so too with the package and its design and color must be planned along similar lines, with emphasis on richness.

It is an open question as to whether the present vogue for red, white and blue may have abated by Christmas, since all styles, including those motivated by patriotism, are brief-lived. However, even allowing for some moderation, red, white and blue undoubtedly will play an important part in Christmas mood.

For civilian gifts, packaging colors will respond to the prosperity mood. Here, too, reflecting the higher wages, gifts will be both more plentiful and more lavish. Color and design, borrowing that note, will lean to unusually dramatic and glamorous effects.



Evidence of the vogue for red, white and blue and the patriotic influence in design is everywhere on store counters. In cosmetic sections, one sees lipsticks, perfumes, powders in red, white and blue containers and boxes. One perfumer who styles a scent to the spirit of the times calls it "Tailspin" and puts it in red, white

and blue cylinder boxes. Another perfumer calls "Bells of Peace," a package of three bell-shaped red, white and blue bottles placed in a rigid transparent cylinder and outer set-up box of red, white and blue with stars. Several red, white and blue packages house articles sold by the various aid-to-Britain organizations.

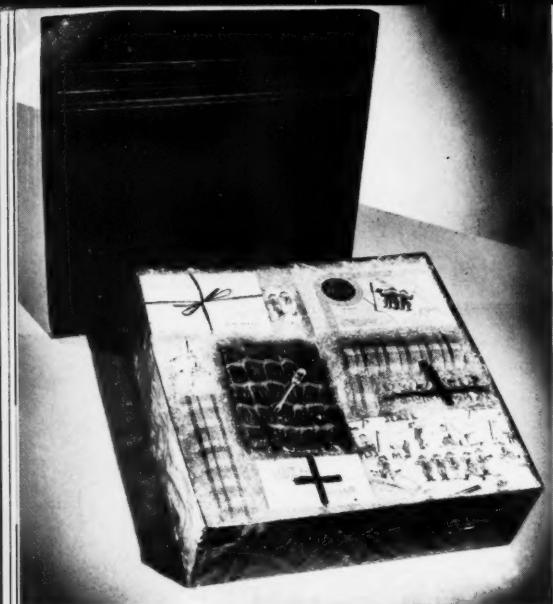


That the millions of boys in service camps are affecting packaging is also being seen in the stores. Bulova Watch Co. is presenting their military watches in very elaborate set-up boxes—one with an army motif and insignia, the other with naval insignia and anchor. Ingersoll Waterbury calls a khaki-strapped wristwatch "Warrior" and puts it in a rigid transparent set-up box with stars and red, white and blue bands.

In food departments are interesting dough-boy boxes of sweets and snacks. B. Altman & Co. has a soldier-boy box containing candy, nuts, preserves, etc. The set-up box is brown. Inside, the individual packages are wrapped with an amusing paper on which are cartoons of rookies in camp. Schrafft's have a service man's package wrapped in an attractive corrugated mailing box—very manly and strong looking. Inside are not only Schrafft's candies and cookies, but cigarettes, glasses of cheese and peanut butter—products made by other firms and bearing their own labels in the Schrafft boxes. The biscuit and cake manufacturers are also putting out boxes that are popular gift items

Above: Proof positive that the military and patriotic design motif is well on its way. The packages illustrated are currently on the market. Center: This gift package, with its wide stripe red, white and blue flint paper to which is attached a motif for either soldier, sailor or marine, was created by Neiman-Marcus of Dallas, Texas. Right: R. H. Macy & Co. has assembled attractive Ration Food packages for distribution to Britain.





The gift presentation pictured at the top left is sponsored by B. Altman & Co. The brown set-up box holds a selection of food products. Individual packages are wrapped with a paper on which are cartoons of rookies in camp. At the top right is Schrafft's soldier-boy box containing candy, cheese, cigarettes, etc. Directly above is a new presentation introduced by Karoff. The atomizer takes the form of a cannon with metal barrel and wheels that move. Display carton by Federal Carton Corp.

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R. H. Macy & Co. has assembled attractive Ration Food packages for Britain, which Americans may purchase to send to their friends and relatives in England and other foreign countries. The price of each box includes shipping, duty and insurance. The store co-operated with the British consulate to select food items that would be most appreciated because of strict rationing on the other side. They include such things as tinned butter, bacon in glass, evaporated milk, tea, cartons of sugar, chocolate bars, tins of dehydrated onions and cans of lemon juice. The latter are included because flavorings and fruit juices are scarce. The food is packed with shredded cellulose to prevent shock in a corrugated slotted container, which in turn is overwrapped with cellophane and decorated with red and blue tape. For their voyage across the Atlantic, the individual gift boxes are shipped some 30 or so to a large wooden shipping case.

Traditional Christmas Themes

The trend of world events has naturally brought out a patriotic revival and interest in military subjects. Interwoven with this design cycle, however, is the kick-back to the traditional Christmas design symbols. The wise manufacturer will continue his efforts to put the smartest looking appearance into his consumers' packages, because war or no war, defense program or not, the public will want beautiful and interesting packages. In fact, it has been noted that wartime in

Europe has created a demand for the traditional and conventional types of merchandise.

1941 will see a number of novelty packages—the box that is a house, the container that is a stage setting. This trend has been coming along for a long time and, particularly in the lower cost brackets, will keep coming after the stray change in purse or pocket. Combination gift packages—units which combine related or unrelated products—will reach a new high in

consumer favor. Overwraps of printed cellulose and fancy papers as well as ties will dress up all-year-around packages for gift-giving occasions.

Illustrated on these pages are various types of conventional gift packages which were utilized during the 1940 season and which proved to be successful sales stimulators. There is every reason to believe that similar package constructions will be utilized this year. Consumers invariably demand them and the wise manufacturer will fill that demand.

One manufacturer took advantage of the holiday season in an ingenious manner. The John Weisert Tobacco Co. utilized a humi-jar for the merchandising of its tobacco. In order to convert this practical unit into a holiday gift, a printed overwrap of cellulose was utilized. This is one of the least expensive and practical means of bringing an all-year package into the gift class. It permits the dealer to stock a large number of packages, with the assurance that he will not be overstocked with Christmas merchandise. After the holiday is over, he can remove the overwrap and—presto—he has a regular sales package.

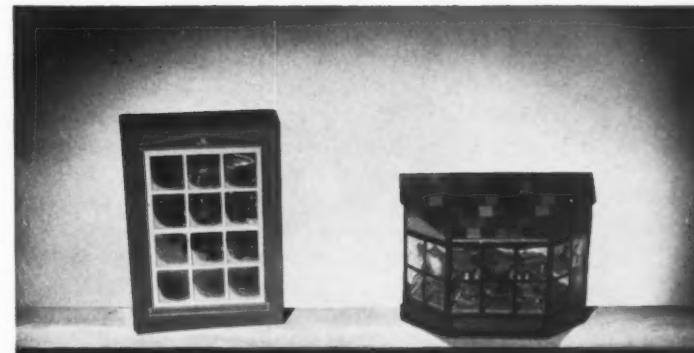
Another tobacco firm—Webster Eisenlohr, Inc.—likewise adopted a Christmas wrap in an attempt to individualize their cigar packages for holiday selling. An attempt was here made to incorporate a practical method of coating the wrap so that it would lend itself to heat-sealing, thus minimizing factory operations at a busy season of the year. The combination of a moisture-proof liquid coating and lacquer was found to be practical from a packaging viewpoint, providing the high-gloss finish that was desired at a minimum cost.

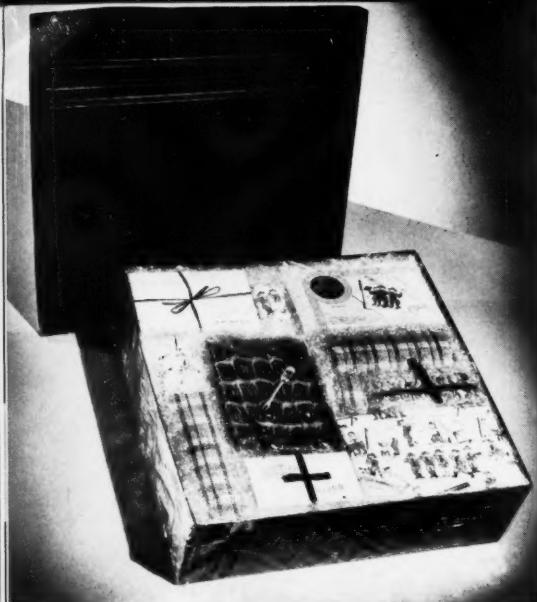
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The novelty package offers unusual possibilities for festive appearance. Prince Matchabelli, Inc., achieved distinctive novel effects through the utilization of containers constructed to form miniature display windows. A trio of small perfume bottles are inserted on a miniature Christmas wreath which may be seen through acetate windows decorated with snow and ice designs. Another similar construction holds five bottles. Designated as the "Perfume Shoppe," the unit simulates a small store window. Through the acetate window may be viewed the perfume bottles on display.

Colonial Dames Co., Ltd., has traditionally adopted packages which incorporate Colonial American design themes. For holiday gift-giving, the company adopted a glass container simulating a candle and base. The closure takes the form of a red and gold flame, to carry out the candle theme.

When No Mend Hosiery, Inc., thought of adopting a gift container for its hosiery, it was decided that a re-use package would be preferred by consumers. Thus a set-up box equipped with a hinged lid of domed construction was adopted. An all-over lithographed design was carried over the lid.





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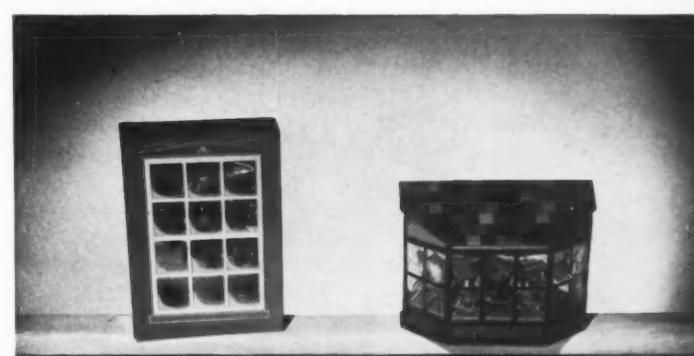
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Department Store Gift Practices

Ever since some wise old merchandiser discovered he could get more business by furnishing his customers an attractive gift wrap without charge, this practice in stores has continued to grow in volume and quality.

Today every consumer expects it and practically every American department store gives her a gift wrap if she asks for it. At the Christmas season, she doesn't even have to ask for it. Depending on the store, she may receive her package in anything from a simple folder or set-up box fastened with an elastic band to an elaborate affair with an overwrap of printed or laminated cellulose.

Despite restrictions on materials due to the national defense program, despite trade agreements in certain locations to limit the type of holiday wraps, 1941 Christmas shoppers are going to receive their purchases in beautiful wraps.

Stores cannot afford to ignore the important advantages of gift wrapping: (1) because their customers have learned to expect attractive wrappings; (2) because the appearance of individualized gift wrappings on streets and public conveyances has definite promotional value to the store; (3) because every store wants something better than its competitors.

Requirements necessarily differ for various types of stores. These specifications may be classified under two headings: those for the large-volume department and chain stores which cater to the mass market and those for the higher class department and specialty stores.

Based on past performance, about half of these stores will soon be ordering special Christmas boxes. The other half will put Christmas gifts into their regular year-round gift boxes, but will be ordering privately designed overwraps, ties, ribbons, tapes.

Obviously, the large volume store, which caters to the mass market, has a narrower profit margin per average sale and must budget its gift wrap accordingly. The more exclusive store, on the other hand, has greater leeway, since its average gift sale is larger. It must also be more elaborate to maintain its prestige for smartness, individuality, etc.

Hence, the special holiday box with seasonal decorative design and individualized trade-name cover paper has several advantages for the large-volume store. First, it eliminates the cost and time involved in applying a paper overwrap, since the box is simply fastened with a rubber band or cord before it is given to the customer. Second, if individualized, it provides store identification wherever it is seen. The chief disadvantage is the necessity for purchasing a large supply of such boxes which can be used only for the Christmas season. If a surplus remains, it must be held over for another year, or thrown away if a new design is selected.

Suppliers of such boxes can perform an excellent service to their customers by assisting purchasing agents in making careful studies of the store's needs in sizes. For example, the National Retail Dry Goods Assn., after studying practice in 189 stores, has recommended 75 sizes as an adequate range for the average size store needs. However, some stores say it is difficult to standardize box sizes at all, since Christmas merchandise is different every season. One purchasing agent of a New York store said it was hard to order any Christmas box sizes until he knew what the store was having in its annual Christmas catalog, since he had to have on hand sizes to fit everything in it.

A short discussion of the year-round set-up gift boxes in stores may also be helpful. Probably 98 per cent of these boxes are white. Occasionally ivory, cream or buff are used, but quite infrequently for the most recent orders. The cover papers are usually polished, coated or embossed surfaces with traditional patterns. Most of them have the store identification on the cover in gold, silver, black and blue. Often further identification is provided by printing on the inside of the cover.

Privately embossed trade-name cover papers are gaining wide favor for all year-round gift boxes. This idea is not new, but paper makers say that stores are becoming much more particular about the designs for such embossing. Much thought is given to the motif of the embossing pattern of the trade name. Often this is made into a scattered design all over the sheets. Other treatment puts the trade name into an embossed diagonal stripe or some geometric arrangement. A particularly beautiful embossed cover paper was that adopted a short time ago by R. H. Macy & Co. For the embossing design of the trade name, Macy's stylist searched through the store's early advertising for the inspiration from some fine old script lettering. The background is a moiré design from one of the earliest embossing patterns the manufacturer had.

Stores that use all year-round gift boxes, usually select individually designed papers for overwraps. They often have one such gift wrap for all year-round use and a special one for each Christmas season.

There is considerable rivalry in creating a distinctive design for these overwraps, because each store wants one that will attract considerable attention. Sometimes these special wrappings are trade identified, but often they are not.

About 50 per cent of the department stores maintain special gift wrapping service booths. In these, for a specified charge, the customer may have certain special wraps designed as samples for the department or may purchase gift wrapping supplies and have her gift wrapped as she chooses at such stations.



THE GOOD OLD DAYS

When archeologists dig into the past, they often-times reconstruct great portions of a by-gone civilization from the pottery and glass containers that are found in such excavations. Throughout the history of man, the containers in which he has "packaged" food and drink have been a key to the way he lived. Take, for example, the beautiful Grecian urns, the Roman glass bottles—and in our own country, the crude pottery found in Indian mounds and the vessels and bottles excavated at such places as Williamsburg and Jamestown. Naturally, the substances stored or transported in such containers have long since disappeared, but the containers remain as lasting evidence of the era they represent.

Packaging as an industrial art is scarcely a century old. Even a modern dictionary defines it simply as "the act of making a package." But the term packaging in modern industry denotes a great deal more

than that. It means all the art and science of packaging merchandise to increase its sales.

Behind packaging with this modern connotation lies the whole story of American social and economic change—changes wrought by the industrial revolution, the invention of steam and electric power that lured the rural population from the farms to the factories in the cities, that created new markets for the quickly growing hoard of manufacturers of food, drink, soaps and drug products, that developed mass production and the necessity for packaging that would fit in with the tempo of a new age.

As production increased, packaging had to perform the duty of protecting this increased output over the long journeys through the channels of distribution. Competitive items had to rely on attractive packaging to build sales and good will. Further changes came with the growth of industry—mass production—a



An exciting panorama of a by-gone era is revealed in the collection of old packages owned by I. Warshaw, collector of American business lore. Above, a group of old boxes. The corset container construction forms a "missing link" between the folding carton and the set-up box. The gun-wadding wrap is a checked paper similar to design still in vogue today. The A. W. Faber pencil box is a re-use item and has labeling that forecasts today's informative technique. Left, pottery cosmetic jars and a fluid ink container. Below, stove-polish bottle has the name of its manufacturer, Hart, punned in hearts in the glass. Beside it, an early Lydia Pinkham, an ink bottle of about 1860, two sample-size liquor bottles and a patent medicine bottle.



revolution in the buying habits of the American people. The country store became almost extinct and the cracker-barrel philosophers moved into the country club locker room. Jobs were plentiful in industry and domestic help became scarce. Families grew smaller and lived in smaller houses and apartments. Women entered industry by the millions and many continued to work after marriage. All this has affected the story of the package. It has developed smaller packages because there were smaller families to consume their contents and smaller space in homes to store them. It has created a demand for almost every conceivable kind of prepared and canned food that will save the time and effort of the housewife. All this in turn had to be packaged in proper media to suit the product.

An exciting panorama of this age of America-growing-up is revealed through the collection of packages loaned to Modern Packaging by I. Warshaw of Albany, N. Y., who has made a business of collecting mementos that reconstruct the saga of American business.

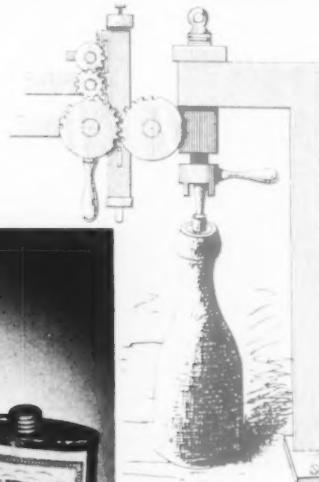
In his catalog of more than 250,000 treasures on business lore are hundreds of old containers and wrappings dating back eighty years or more—old pottery cosmetic jars that suggest the rustle of hoop skirts, gun-powder tins that probably went west in covered wagons, ink bottles designed for quill pens, oval wooden boxes that contained tapers to light candles, bottles for stove blacking (a product now virtually obsolete with

Right, handmade wooden boxes are among the oldest items in the collection. The types shown, invented in 1806, have stamped out top and bottom with sides of shaved wood, bent and glued to top and bottom. The floral-labeled box contains tapers to light candles. The others are for pills and a fumigator. The spectacle case of papier maché has an opening arrangement for operation with one hand. Below, oval and rectangular tin gunpowder cans have patented lead tops. The round boxes were for shoe polish. The cake tobacco box has an easy-opening lid and provides a fine re-use container. Spot illustrations on this and the opposite page are reproductions of old drawings of bottle cappers from an early history of bottling.

today's glistening electric and gas ranges), pill boxes that perhaps found their way to remote rural districts in the wagons of itinerant peddlers.

Yet withal their nineteenth century contrast to our stream-lined, mechanized age, these old packages had remarkable similarity to our present-day ones. Their creators showed the same ingenuity in adapting materials to the requirements of the era in which such products were sold.

Take for example the handblown ink bottle in the glass bottle group, made just about the time the first guns were firing on Fort Sumter—1860. It is a completely functional glass package. The green label tells what the contents are and identifies the product by a brand name. The broad base is tip proof. It would be





Lithography, introduced to America in 1819, grew to a powerful merchandising force during the 19th century.

perfectly modern today on any shelf or counter except for one thing. The narrow neck is designed for a quill pen. It would be difficult to use it for filling today's fountain pens.

Manufacture of bottles for wines and spirits in American history dates back to the seventeenth century for replacing earthenware and leather containers. The first glass furnace was erected about a mile from the colony of Jamestown, Va., in 1607. The next attempt was at Salem, Mass., in 1639. But not until two centuries later was glass used in large quantity for marketing commercial liquids. For hundreds of years, liquor, wines and ales were dispensed at local taverns and taphouses from large kegs. If any was purchased for home use, it was poured into a glass or pottery container, often supplied by the customer. This custom continued right up to the time of prohibition in the United States. Many may still remember the expression "rushing the growler"—the growler being a pail or bucket taken to a saloon for draft beer from the tap. The liquor bottle in this collection dates from the Civil War period and represents the type used for 80 per cent of the packaged whiskey sales at that time. There was no brand identification; merely the generic name of the product, "rye whiskey."

The small liquor bottles are examples of the many thousands of sample bottles in use throughout the country for many years. Interesting is the label which

promotes consumption of the product by showing a color illustration of two men imbibing.

The stove polish bottle has a raised heart-shaped design pressed into the glass—a pun on the name of the manufacturer "Hart." This is another fine example of a simple, functional bottle with a broad base to guard against tipping. The bluish color of the glass in these bottles is also interesting, indicating perhaps the absence of economical methods of refining to make the glass colorless.

Use of glass containers grew rapidly during the nineties after Michael J. Owens patented his famous rotary bottle-making machine in 1889. Today, the Owens rotary can turn out 20,000 large bottles a day.

The wooden pill boxes in the collection are older than any of the bottles. They date from the beginning of the nineteenth century and were made by hand. The packaging production line was broken up among many small home workers. The materials and the contents of the boxes were doled out to these laborers, who made the boxes entirely with hand tools. They stamped out the wood for the top and bottom of the boxes with brass dies and a hammer. They made the sides of shaved wood, bent around the top and bottom and glued. Nathan Crary of Knox, N. Y., invented these boxes in 1806. He established a factory there for their manufacture which continued in the same location for practically a hundred years. (Continued on page 124)

How does your package rate?

The "perfect yardstick" that will measure accurately all types of package design is a Utopian idea. So far no fixed standards for testing exist. However, during the last few years, since methods for market and public opinion testing have proved so successful, manufacturers and designers have taken a keen interest in the possibility of developing technique for testing package design with a reasonable degree of accuracy. From time to time, Modern Packaging has described the various developments in this field to keep its readers informed of the progress that is being made along these lines.

Latest Testing Chart

On the following pages is the latest package design testing chart that has come to the editorial desk. Naturally, it won't fit every case, because every packaging problem has its own peculiarities and no chart of this kind can produce conclusive ratings in every case. Its purpose, as stated by its authors, is to furnish a convenient guide in evaluating design standards set for the average package called upon to do a merchandising job. It is limited to the visual aspects of the package, since, obviously, any buyer of packages must give careful consideration to construction and materials.

It is an interesting treatment in that a little field testing should be attempted in order to answer the questions in the chart. Thus, to a certain extent, arbitrary opinions are eliminated because some research has been done before the package is rated.

For example, instead of a rating of the package in relation to competitors' packages by one individual, final conclusions should be reached through a consensus of the opinions collected by soliciting a number of consumers and retailers for their comments and reactions. Depending upon the thoroughness and perseverance with which such research is conducted, it is possible to obtain a consensus of opinion for each factor in the chart, such as product identification, color, suitability to merchandise, etc. This feature makes the chart something of a combination of the three commonly used testing methods in package design research: namely, consultation, formula and public opinion test sampling.

How to Use the Chart

Here is the way to use the chart. (See pages 56 and 57.) First study the individual tests. It will be necessary to collect a few competitors' packages for this and to do a little personal interviewing to get people's opinions of your package in comparison with competitors.

Then rate the package in accordance with the values listed after each question in the chart. These values are listed under "good," "fair," "below average" or

"poor." After the package has been graded on all questions, total the points in the rating column. The "Notations" column is for jotting down possible improvements or other design ideas that may come to mind while the package is being rated.

Then return to this page for the verdict. The summary below will determine the effectiveness of the package by the standards of this study:

Your Rating

Above 90—Package design is excellent.

80 to 90—Package design is above average.

65 to 80—Improvement should be considered for strengthening weak points.

Below 65—There is definite need for revision.

Now you've had your fun. You may feel pleased or you may be disappointed. In either case, you will be aware again of the many factors which must be given serious consideration in designing packages.

Whether you agree or disagree with the theory of the chart, it will provide you with one more link in the chain of progress for scientific formulae.

Tests Still Experimental

Package testing, in so far as practiced to date, has been done largely on a basis of creating a special testing structure for every problem that comes up. Most companies and most designers have been in no position to undertake extensive tests. Moreover, the value of testing and the technique have not been proved sufficiently for many companies to realize their value in proportion to the cost of such research.

Banish Guess Work

The ideal, of course, is perfection of technique which will give results approaching the scientific accuracy of chemical and physical testing. Such absolute formulae for testing package design may be expecting too much. However, the effectiveness that has been accomplished in other fields of commercial research indicates the possibilities for the future in the field of packaging. It is well to recall the words of one of the country's noted commercial research experts as a premise for further experiment. His theory is that "anything in quantity can be measured." No matter how intangible a measuring stick may be, there is a way to find one that will produce effective results. Therefore, every company and every designer who works toward the perfection of such testing methods in packaging is contributing toward the eventual elimination of guesswork from this phase of merchandising.

Credit: Package Design Checking Chart created by Sutherland Paper Co.

PACKAGE DESIGN

CHARACTERISTICS

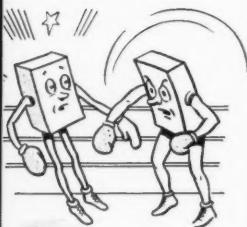
TEST



Attention Value



Appropriateness



Competitive Comparisons



Display Considerations



Memory Factors

Place your package at eye level at the approximate distance it is normally seen by the store patron. It is suggested that the distance be ten feet. Rate the package critically as you answer the questions on the right.

In considering the checking questions in this group, it will be helpful to get the benefit of other people's thinking in determining if your package is appropriate to the product.

Assemble packages of similar products and set them up along side yours. Consider them first at a distance of ten feet and then take them individually in your hands to make these comparisons:

1. Group test—Look at the packages. Close your eyes momentarily and then reopen them. (See checking question number one.)

2. Group test—Long inspection. Determine your rating by comparing your package with the best in the group on each of the points listed. (See checking question number two.)

Make up a display of your packages as they often appear in the retail store.

If possible, surround your package with various other packages of related items.

A good test to make in order to determine recall value is to hand your package to persons, not too closely familiar with it. After they have looked at it for about a minute, take it back and put it out of sight. Then ask the following questions:

- What do you remember first about the package?
- What are the product and brand names?
- Recall three important features of the package design.

The reactions to these questions will help you answer the opposite checking questions.

CHECKING CHART

CHECKING QUESTIONS

POINT RATING

NOTATIONS

1. Do you get a clean-cut impression of the product's name?
2. Is there sufficient contrast in the color scheme to stop the eye?
3. Does the general arrangement have a dynamic quality that gives an aliveness to the design instead of an unexciting passiveness?
4. Does the layout arrangement help draw attention to the important information or illustrative "spots"?

Good	Fair	Below Average	Poor	Points
12	6	3	0	
6	3	2	0	
4	2	1	0	
3	2	1	0	

1. Does your package make its strongest appeal to the type of people most likely to buy your product?
2. Is your package designed for the greatest merchandising effectiveness in the type of store in which it is usually sold?
3. Does the package associate with your product that feature or those features which you are trying to stress, such as daintiness, refinement, big value, exclusiveness, purity, strength, tastiness or some others?
4. Do the shape and size of your package make it easy for the retailer to handle and display?
5. Do shape and size give full consideration to handling in the home by the consumer?
6. Has the package design kept pace with the trend in your industry and related industries?

7	4	2	0	
5	3	2	0	
5	3	2	0	
3	2	1	0	
3	2	1	0	
2	1	0	0	

1. How does your package compare with the group in quick impression value?
2. Does your package have—
 - a. Better name display?
 - b. Distinctive color combination?
 - c. More pleasing shape?
 - d. More interesting and appropriate design?
 - e. Better suggestion of product quality?
 - f. Better illustrative possibilities in advertising?

7	4	2	0	
6	3	2	0	
3	2	1	0	
3	2	1	0	
2	1	0	0	
2	1	0	0	

1. Is the product identity emphasized by the mass display?
2. Does each package become part of a larger, pleasing design?
3. Does the design maintain its effectiveness when displayed with other products?

6	3	2	0	
5	3	2	0	
4	2	1	0	

- Does your package have the necessary factors to aid consumers in remembering it, for example:
1. Does it have some device such as an illustration or distinctive typography to fix a memory association in the user's mind? Example: Arm & Hammer Soda package with the familiar Arm & Hammer illustration.
 2. Is the package easily identified and described as "Look for the big red letters on the box?"
 3. If you produce several related items, does your package have the characteristics of family resemblance to aid in merchandising the entire line?

5	3	2	0	
3	2	1	0	
2	1	0	0	

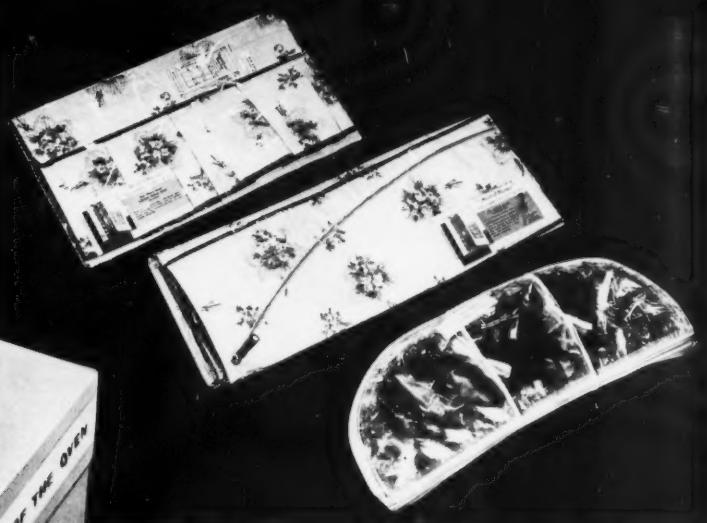


2

PACKAGING PAGEANT



3



1

Henry A. Enrich & Co. is currently offering women attractively printed cotton glazed chintz shoe and garment bags wrapped in transparent cellulose. The product is thus fully visible to do its own selling job. Consumer handling, dust and dirt cannot mar the bags. Transparent sheeting by Sylvania Industrial Corp.

2 This transparent window carton, while designed for Mother's Day cakes, is appropriate for gift cakes throughout the year. It is printed in pink and black and the carton itself is of one-piece construction—ships flat, opens and sets up easily. Carton by Sutherland Paper Co.

3 Del Monte Coffee—product of California Packing Corp.—reaches the market in a new package. The glass jar is of the lightweight type. Topping the container is a rubber-lined metal cap. Jars by Owens-Illinois Glass Co.

4 Continental Can Co., Inc., started its 1941 promotion for cap-sealed cans for beer by mailing 500 sturdy little red and blue brewery trucks, loaded to the guards with a miniature carton of cap-sealed cans and a booklet outlining campaign plans and objectives to 500 brewery executives.

5 Helena Rubinstein's water-proof mascara ensemble is encased in a cylindrical container of transparent acetate. The applicator brush is kept free of handling and dust while on display in the store. Transparent sheeting by Celluloid Corp.

6 Attractive molded plastic holders, devised to "glamorize" the Bab-O can and transform it into a decorative bathroom and kitchen item, are now being offered housewives. Available in red, blue, green or ivory, with the little housewife from the Bab-O label as its only decoration, the holder slips over a



5



6

can of the cleaner, the rubber closure serving as a base. Molded of Beetle by Mack Molding Co.

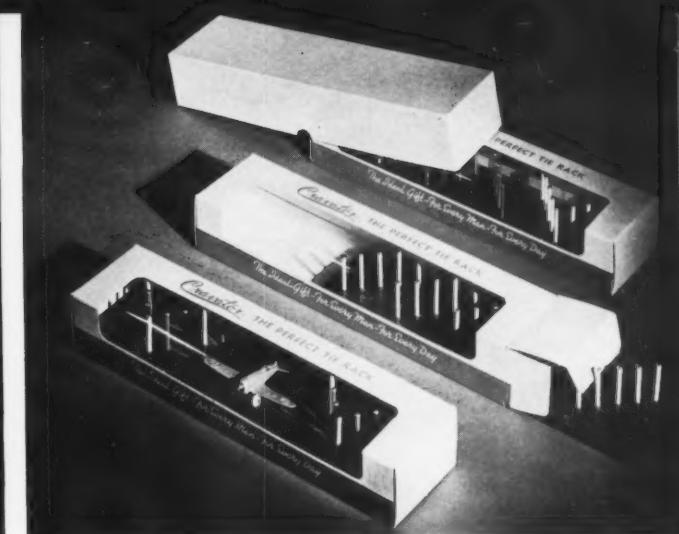
7 Cravator tie racks get full visibility in these cartons. Each carton has a die-cut window and a sheet of cellulose acetate, measuring 5 in. by 13½ in., is loosely inserted in the carton. The acetate sheet is held in position by the foremost pins of the tie rack resting against it. Transparent sheeting by Eastman Kodak Co.

8 Fabergé has already introduced four toiletry lines, each designed to capitalize upon fashion and style preferences. Currently the company is promoting "Chambray," a fifth fashion fragrance inspired by McMullen chambray dresses. Flacons are topped with closures covered in blue and white striped chambray cloth.

9 A new departure in molasses packaging is this 15-gal. steel drum equipped with a draw-off faucet located at the base. The dispensing device has obvious utility value in that required amounts of molasses may be drawn off without muss.

10 Mackintosh candies are merchandised in clear containers of rigid transparent acetate. The packages display the toffees and chocolates in all their attractiveness and give protection against handling as well. Covers are printed in a lace design. Designed and made by Cambridge Paper Box Co. Transparent sheeting by Monsanto Chemical Co., Plastics Division.

11 The Manhattan Menagerie, wine and cordial miniatures packaged by Manhattan Distributors, Inc., includes Pinocchio, palm trees and pelicans. The group shows one each of these as well as a giraffe and rabbit. Cork closures by Armstrong Cork Co. Cellulose bands made by E. I. du Pont de Nemours & Co., Inc., and supplied by Armstrong.



7



8



10



11

All-America Gives a Party



"Getting the bird" means just the opposite when the bird is one of the prized All-America Package Competition eagles given only to the top-award winning organizations. Notice the eagerness with which America's leading packagers reach for their trophies. Eagles are proof positive to customers and competitors of outstanding achievement in packaging's only national competition.



Charles A. Breskin, Modern Packaging's Publisher, keynoted the dinner and the entertainment with a hard-hitting, straight-from-the shoulder talk on the American way of life.



Christopher W. Browne—"Chris" to his friends, who include just about everybody in the packaging field—orated on his accession to the editorship of Modern Packaging.



"For the judges"—the "Chief Justice" of the All-America—William M. Bristol, Jr., of the Bristol-Myers Co., reminisces about his life and hard times in packaging.



Stern is the word for Webber, as George R. rises to another occasion. Second-longest serving (and suffering) judge, George is respected everywhere as Standard Brand's brilliant package development engineer.



The prize winners held up their end in the person of Alfred D. McKelvy of the company of the same name. Spark plug of a merchandising success, McKelvy was well chosen as the typical award winner.



Hizzoner, the "Little Flower" of Springfield, Mass., Mayor Roger Putnam (President of Package Machinery Co.) puts in a word or two for the men who make the wheels go 'round—the packaging machinery builders.

The Grand Ballroom of the Hotel Stevens on Chicago's lakefront was thronged on the evening of April 2, 1941, by the guests of Modern Packaging's All-America Presentation Dinner. Dinner-jacketed men and smartly gowned women were America's leading packagers—the prize winners in the 1941 All-America Package Competition—and their suppliers—people who, in the work-a-day world of ordinary business clothes, are responsible for bringing to Americans the bounty of their nation in cleaner, more convenient, practical and economical packages.

There were no speeches, but short addresses were made by leading representatives of every phase of packaging. The pictures and captions on this and suc-

ceeding pages tell the story of packaging's annual meeting—the All-America Dinner. The entertainment was—well, it was prepared by this magazine, so objective treatment is hardly possible. The consensus of guests was that Modern Packaging's showmanship points the way for all of packaging and inspires packagers to do better work. The film "Packaging—the Bounty of a Nation" received wide acclaim for the way it presented packaging's story to consumers.

There were packagers and machinery men, suppliers and buyers, the people who *are* packaging—the people who meet only once a year at these dinners, bonded by the common function of putting things into packages.



Cole takes a bow as he is introduced—as if that were necessary, when you had to go to him to get your dinner ticket. Alan S. is General Manager of the Breskin organization.



Charming, vivacious Barbara Daly Anderson (Parents' Magazine) lends a note of color to the stiff-shirted fraternity of the speakers' table. That's Oliver F. Benz on the side.



Carl Lambelet (New Jersey Machine Corp.) and Alvin E. Dodd (American Management Assn.) add practicality and distinction to the group of men chosen as spokesmen.



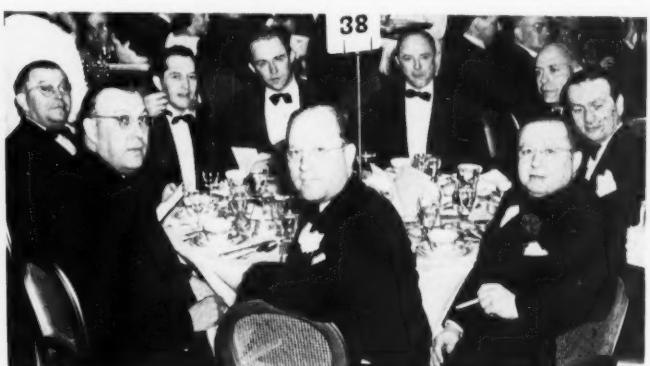
This sober group includes Steele, Smith, Hukill, and Ritchie of du Pont, Manning of Reynolds Metals, Holloway of Thomas M. Royal and Ireys of Armstrong Cork.



A bunch of the boys were whooping it up at Jim Connors' table. We recognize Clayton Shoemaker, also representatives of Celon, Ace Carton, Kimberly-Clark.



Bert Martin of Shellmar tries to stare the camera down, while Preston Levis of Owens-Illinois maintains judicial calm. Others are Rairdon, Paepcke, Duncanson, Paterson, Grisamore, et al.



Tommy Almroth of Owens-Illinois looks fresh and spry (notice the super-size cigarette) while a group of his fellow workers from the same company are beginning to tire visibly.



Smiling Bill Cruse, ubiquitous Editor of Modern Plastics, entertains some of the plastics industry's representatives: Lougheed, Rodgers, Johns, Maywald, Spitzer, McKenzie, Bachner and Romieux.



Bob Davidson tells the boys at his table to watch the birdie and smile real pretty, but the photographer apparently got them all mad. Is business that bad in Ohio?



Dominated by two Krauses and a Strauss, Ross of Modern Packaging can only smile and be still while Frank Gonda, the Messrs. Triggs, Fish, Schwartz and Andersen direct the conversation.



These good people from Shellmar and Goodyear like the photographer very much. Notice the raised glasses. That's Mr. and Mrs. Clunan of Goodyear and lovely Ada La May of Shellmar plus a nice group of men.



Injuns 'n horses 'n soldiers, revolutionary maids and just about everything else you can think of went into "Americana" the advertisement offered at the All-America Dinner. It had pageants and tableaux, girls and gaiety, historical figures and stirring speeches—a kaleidoscope of time and color and rich American tradition that just held the All-America Dinner guests spellbound for the hour it ran. It was followed by "Packaging—the Bounty of a Nation," the motion picture made to present packaging's story to the consumers of America, and a color film on the 1940 All-America Package Competition.

The men who literally make the wheels turn, the machinery boys: Ray Stephen, Lee Ferguson, Ken Doble, Prescott Fuller, H. H. Leonard, Roy Johnson and others of equal fame.



Above: Here we recognize Harry Seaman, A. D. Shoup, Lawrence Pilliod, Hal Johnson, Mr. and Mrs. George Denning. Below Breskin congratulates H. F. Willkie of Calvert Distillers.



Plastics in packaging

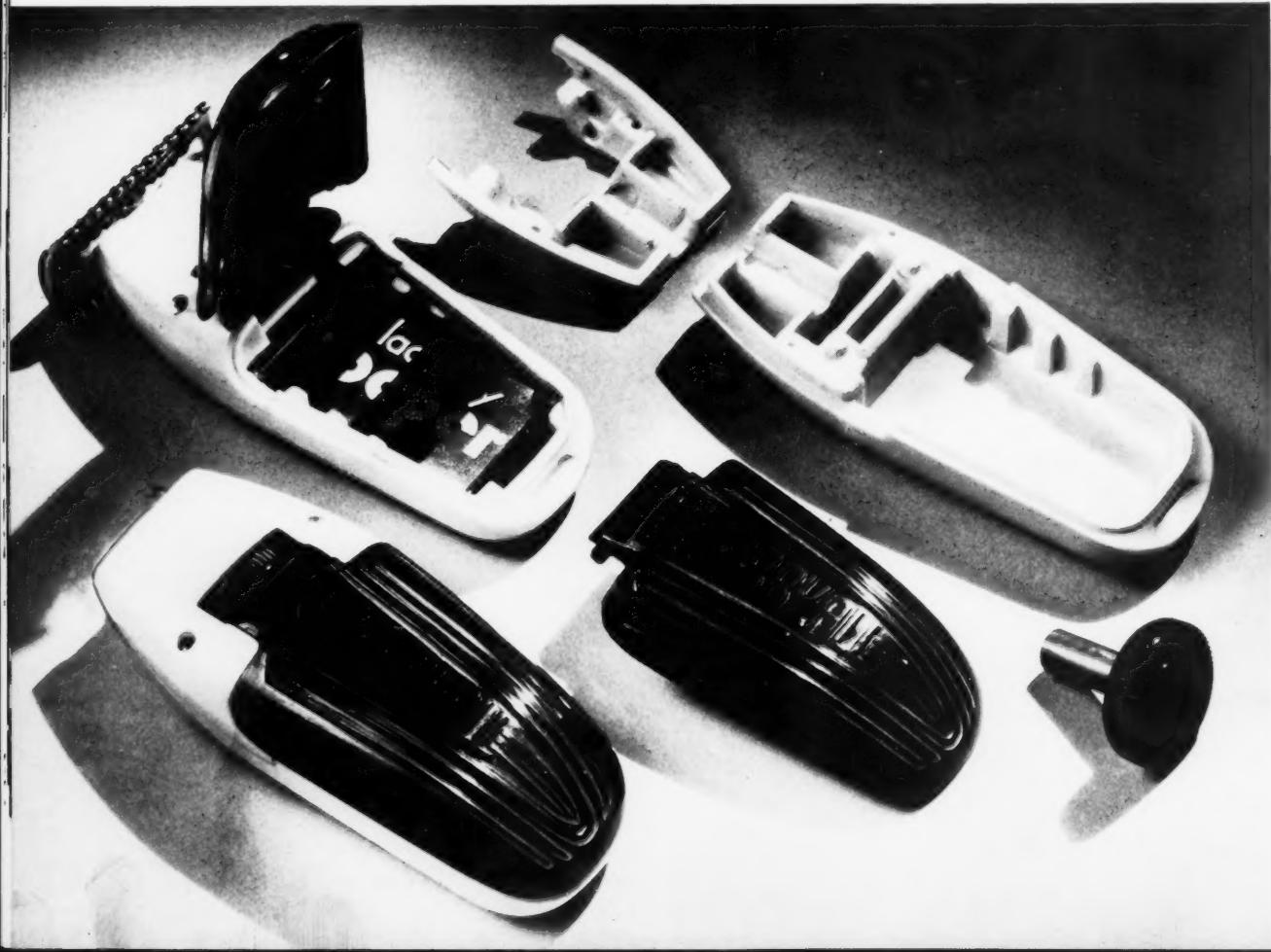
During the last years, plastics have been fed to the public in large doses. Everyone is now plastics-conscious, whether he wants to be or not. Intelligent public relations directors have tried to break down the aura of mystery that has surrounded these children of the test tubes and take them out of that category of "magic materials," and "wonder-working substances." There is no denying the fact that plastics have many qualities and properties which often make one feel that they might be from another world, but chemistry can explain these characteristics and there is no mystery concerning them.

We are all aware of the fact that many metals are being conscripted for use in defense work. Among those in which a shortage is already being felt are magnesium, zinc and aluminum. An alarmist's attitude about this situation is not in order, however, for it is estimated that even if America built 50,000 planes this year, there would still be enough aluminum for civilian requirements. It is said that by July 1942, the production of aluminum in this country will reach approximately 850,000,000 lbs., while Canada will be

turning out about 400,000,000 lbs. With the North American Continent producing over 1,250,000,000 lbs. of aluminum, there is no need to become frantic.

Preparedness is a wise thing, however, and that is why it is well for those who may turn to plastics to know something about the plastics situation at this stage. Even in normal times, plastic products cannot be produced at the drop of a hat. The making of molds is an operation that requires great accuracy and takes considerable time. The first step, of course, is the designing of the mold. It is extremely important that the most careful consideration be given to all of the subsequent operations by the mold designer, since the success of the product and the satisfaction of the customer depend upon the good design of the mold. Skilled mold makers then begin the arduous task of tooling the mold out of special grades of steel. The intricacy of the design more or less determines the length of time it will take to turn out the mold, but recent reports from molding plants and toolmakers indicate that, because of current demands, there are delays extending to three to four months. Moldmaking includes many

Four separate plastic parts form this Cooper shaver ensemble. The handle is so designed as to hold the razor and ten blades in a compact and convenient manner. A hinge for the lid, without the customary hinge-pin, was developed. Urea and phenolic plastic materials are used.



No Kid Gloves

When We Tackle Your Package Problem!

Our design engineers get right down to cases. Our merchandise specialists give the market a good going-over. Your package problems are given quick, practical attention by experts—and all of this is an integral part of Burt service, a service that few box-makers can afford to render their customers.

And then our automatic box-making equipment swings into action. This machinery was designed and built by us to meet our own exacting specifications. It is constantly at the service of our customers in the rapid production of large quantities of quality small, round, window or transparent boxes.

Our large, modern plant is centrally located, making possible overnight deliveries to key points in the South, East and Middle West.

Consult us for boxes, cartons, merchandise displays.

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3329 Dupont Ave., South

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P. O. Box 6308
W. Market St. Sta.

CLEVELAND
W. G. Hosen
P. O. Box 2445
E. Cleveland, Ohio

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1135 East 66th St.

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J. Ansell
491 Main Street
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CINCINNATI
221 Walnut Street
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Danville 27

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706 Chestnut St.
ATLANTA, GEORGIA
Mr. W. B. Branch
Candler Building

NEW ORLEANS
Sydney S. Levy
509 Audubon Bldg.
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Dominion Paper Box Co., Ltd.
469-483 King Street, West
Toronto 2, Canada

ARMSTRONG'S Three-Step Styling



STEP 1

Package your product in style and safety in a modern Armstrong's Glass Container. Our complete line includes: Liquor Ware, Beer and Beverage Bottles, Medicinal and Toilet Ware, Wide- and Narrow-Mouth Food Containers, and General Purpose Ware.

STEP 2

Protect your product against leakage, evaporation, or loss of flavor with a sure-sealing Armstrong's Closure. Our line includes corks of all types, Metal Caps, Artmold (molded-plastic) Caps, and Crowns. Available in a wide range of colors and designs.

STEP 3

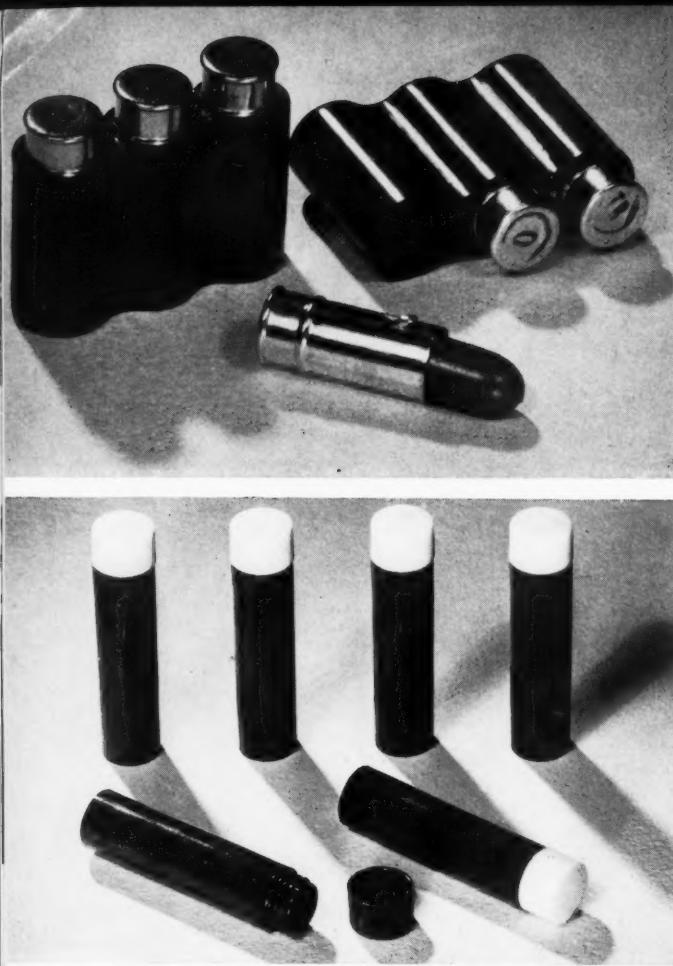
Add the finishing touch of eye-appeal and secondary protection with a colorful "Cel-O-Seal" band. These neat, cellulose seals make your package tamperproof. Also they can be impregnated with your name or trade-mark to prevent illegal duplication.

MAKES THEM REACH FOR YOUR PACKAGE



LET Glass Packaging Headquarters help solve your packaging problems. Armstrong's laboratory and engineering facilities, as well as its Package Merchandising Department, are at your service to help you apply THREE-STEP STYLING to your own packaging needs. For full details, write to Armstrong Cork Company, Glass and Closure Division, 916 Arch Street, Lancaster, Pa.





operations, such as drilling, profiling, hobbing, fitting and polishing. While such delays are a nuisance to a company that wants something upon a moment's notice, still the situation is not critical. Quoting from remarks made at the 11th Packaging Conference in Chicago, we find that the plastics industry is well equipped to meet the demands that will continue to be made upon it as the result of the conscription of metals for defense work. It is estimated that there are in existence 13,000 presses in this industry and by properly allocating the work, a substantial increase can be readily handled on that equipment.

Referring to the fact that skilled toolmakers and machinists have been released to companies engaged in work for defense, it is felt by the majority of plastics executives that the industry will be able to handle the new tooling situation without too great a difficulty. There is one factor, however, and that will be the time element. The time involved will probably increase two- or three-fold and the price will be considerably higher. Reports from molders and fabricators indicate that there will be an increase in molding costs, which in turn

Above: Militaristic in appearance is this triple sectioned lip-stick holder molded of phenolic plastic supplied by Durez Plastics & Chemicals, Inc. Molded by Norton Laboratories, Inc.
 Left: Wheeling Stamping Co. is offering these stock vials in a new brown mottle plastic supplied by Durez Plastics & Chemicals, Inc. The figures in Table 1 record the status of the principal types of plastics in their primary form. Comparable data on production of nitrocellulose or pyroxylin plastics are shown.

TABLE I. PRODUCTION OF PLASTICS IN THE CHEMICAL INDUSTRY, 1880 TO 1939

¹ The 1935 and 1937 Censuses of Manufactures subdivided coal-tar resins, showing separate statistics as follows:

	1935	1937		
	Pounds	Value	Pounds	Value
Phenol and/or cresol	52,326,946	\$9,929,904	89,944,210	\$16,762,554
Phthalic anhydride	17,900,745	2,946,897	25,561,432	4,530,695
Other coal-tar resins	17,941,262	2,795,600	16,062,520	2,390,378

² Includes synthetic rubbers.

² The 1939 figures are preliminary and subject to revision.

The 1939
Revised

⁵ Value of cellulose acetate included in value of "Other."

⁶ Value of coal-tar resin

⁷ Figures not available.

Figures n°

⁹ No data.

¹⁰ Includes data for fabricated plastic products.

Source: U. S. Census of Manufactures.

ALUMINUM, DEFENSE, AND YOU



2

ANOTHER MONTH!

DEFENSE IS GETTING its aluminum; but priorities are in effect, and many regular users of aluminum are having to do without.

YOU, SIR, may be one of those who have to wait. It *is* a hardship. It *is* awkward. Customer by customer, we are intimately and acutely aware of the dislocation of plans caused by this temporary shortage of metal.

BUT YOUR ALUMINUM *is* on the way. It *is* a promise.

IN MARCH we produced more than 44,000,000 pounds of new metal. That is 63% more than in the average month of 1939. Enormous new plants, already completed, made this possible.

STILL MORE producing units are coming in as fast as brick and steel and equipment can be put into place. We are getting superb co-operation from suppliers. A capacity of 60,000,000 pounds a month is definitely programmed, by day and date, at this writing.

PRAY FOR RAIN. Good precipitation assures the water power that we need to keep breaking production records. Production of aluminum depends on getting the power.

TWO POUNDS OF ALUMINA are needed for each pound of aluminum. We are jumping Mobile, Ala., alumina refining facilities from a million to 2,200,000 pounds a day. That requires among other equipment, 64 precipitating tanks, 24 feet in diameter, standing 80 feet high. They would hold all the wheat grown in Wisconsin.

FORGING EXPANSION is an example of swift increase in fabrication capacity. On the first of January, 1940, we had 47 hammers, presses, and upsetters. Today: 110. Increase: 134%. We await delivery on 26 more units, which will make a total of 136, an increase of almost 200%. Falling weight of the hammers alone is over three times that of January 1, 1940.

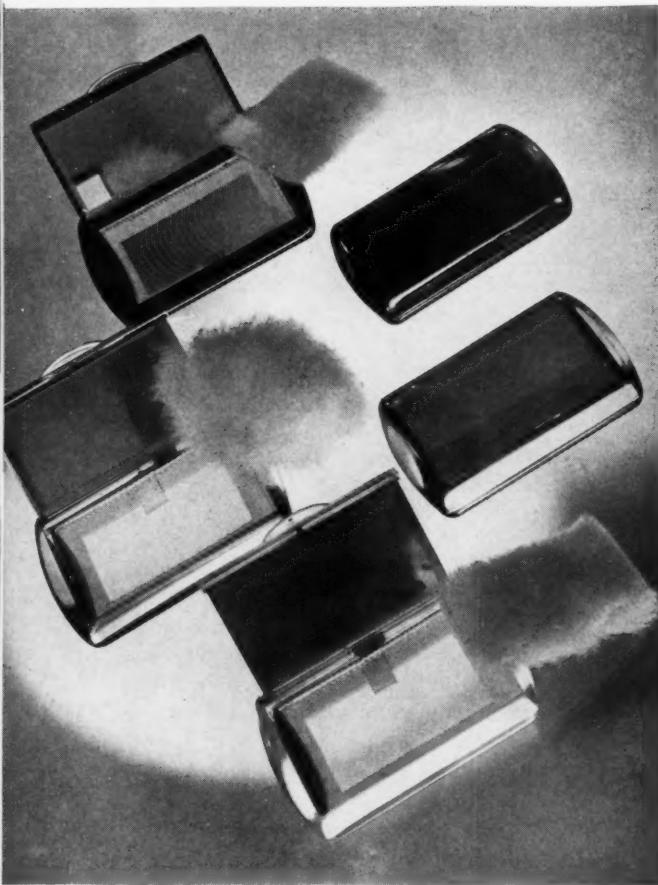
ROLLING CAPACITY for wire, rod, bar, and shapes has been increased $2\frac{1}{2}$ times. Expansion in sheet rolling capacity was reported to you last month.

COMPARED TO THE fifty-some years it took the use of aluminum to reach 1939 levels, you might say that the industry is having to more than duplicate itself over the week end.

THESE PARAGRAPHS are factual evidence of our determination that no one shall have to forego the things aluminum does best one minute longer than we can help.

IT IS A PROMISE.

A L U M I N U M C O M P A N Y O F A M E R I C A



will cause eventually some sort of a rise in the price of the finished plastic item.

Those in the packaging field who are turning their thoughts towards the use of plastics at some future time have a distinct advantage in the number of stock molds that are available. There are probably more stock molds available for packaging purposes than for any other single item. Modern Plastics magazine has a complete Stock Mold Service that is available in book form. This service helps to keep one up-to-date on all of the molds that become available as stock items. For those who contemplate the use of plastics, it would be well worth while to investigate this service. Those able to make use of stock molds not only save on mold costs, but the delay in getting your package will be appreciably diminished.

A recent communication from Denys Val Baker, Managing Editor of Shelf Appeal, sent at our request for this study, gives some interesting and vastly important sidelights on the "plastics in packaging" situation in England. This well-known publication continues its task of keeping British manufacturers well informed on the current state of affairs as regards packaging. Despite air raids, showers of bombs, the continual drone of airplanes and destruction, the courageous editors of Shelf Appeal carry on with typical British fortitude. Mr. Baker writes:

"Under the stimulus of war, the British have made considerable development in the use of plastics as substitutes for metals in packaging. After the demands of the Services and other Government departments (such as the Ministry of Supply) have been met, the amount of metal available for general use has been negligible, and plastics manufacturers have therefore had their finest opportunity of overcoming many long-standing prejudices against plastics.

"Cellulose acetate is a material which is now in great demand as a metal substitute. Of course, quite apart from packaging, cellulose acetate is used extensively in the manufacture of airplane parts, gun parts, etc., but it is also now being substituted in the production of such products as spectacle frames and eyeshields.

"Plastics tubing is now being experimented with as a substitute for lead or metal tubing. Vinyl compounds are being used for this purpose. Because of their acid and alkali-resisting properties these materials are also being used more and more in food packaging. Vinyl

Above: This plastic tray—designed to hold Dermetics beautifying products—is molded in one piece, each section being accurately spaced, with the name molded in and then given a white enamel wipe-in. Molding material by Durez Plastics & Chemicals, Inc. Molded by Niagara Insul-Bake Specialty Co., Inc. Center: Molded of transparent acrylic resin, these compacts are currently available in tortoise, clear, tourmaline (pink), sapphire, ruby and blond amber. Thick walls give a feeling of sturdiness and richness. Below: The J. B. Williams Co. has adopted plastics for its shave stick. The new plastic style is seen assembled at the extreme left and taken apart to show detail in the foreground. The older aluminum unit is in the rear.

**TALL CANS
FLAT CANS
SQUARE CANS
ROUND CANS
with
SALES APPEAL**



Heekin Cans
LITHOGRAPHED
With Harmonized Colors

THE HEEKIN CAN CO., CINCINNATI, OHIO

resin can be bent into position without fear of breakage, and in addition to packaging, is useful for making pipes for the molding, holding and conveying of cold water (i.e., cisterns, flushing pipes, etc.). Another new development in food packaging is the introduction by Imperial Chemical Industries, Ltd., of Polythene as a closure, thus saving the use of tin or metal. Polythene can also be used in place of the rubber ring fixed on screw tops for sealing bottles . . .

"Old metal razor cases, soap boxes and shoe polish containers have been replaced by their plastics counterparts . . . Plastics have completely replaced metal in the manufacture of such things as bottle caps. Metal (by Order) is disappearing from lipstick holders, and there has quickly appeared an all-plastics holder made by Case Development Co., Ltd. Wood-filled urea is the main material of this . . .

"Among the technical developments in the production of plastics materials, one of the most important has been the evolution by British Thomas-Houston, of a method of shot-molding. This method is particularly suitable for covering metallic and other cores with plastics, but it can be applied to the molding and curing of specific shapes. For instance, a plastic-bonded shrapnel helmet has been produced in this way, using a standard steel helmet as a mold.

"A new type of plastic sheet, known as Isolumen, has recently been introduced. Although intended primarily for the building trade, this transparent, pliable, corrugated type of material offers possibilities in many packaging fields, particularly as a substitute for glass. Because of its toughness and light weight, there is no reason why it should not replace metal.

"Before the war, and certainly since the war, plastics have been proved as one of the most important of all materials. Their scope and elasticity, as demonstrated

This table shows annual production data in 1939 and 1940 for nitrocellulose, cellulose acetate, pyroxylin spread on textile base, plastic paints and lacquers. The current figures show further declines between 1939 and 1940 in the production of nitrocellulose whereas a substantial gain in production occurred in cellulose acetate in the year 1940 as compared with 1939.

TABLE 2. CURRENT PRODUCTION SERIES ON SOME PRINCIPAL PLASTIC PRODUCTS: 1939-1940

	1940	1939
Nitrocellulose: ^a		
Pounds	11,915,290	13,373,172
Cellulose acetate: ^a		
Pounds	23,850,050	20,795,835
Pyroxylin spread on textile base: ^b		
Pounds	59,522,794	62,829,055
Plastic paints: ^c		
Pounds ¹	7,895,717	6,684,512
Value ¹	\$560,662	\$488,605
Lacquer: ^d		
Gallons ¹	47,969,129	42,782,431
Value ¹	\$61,273,829	\$52,533,012

¹ Data on Plastic Paints and Lacquer represent sales.

Source: U. S. Bureau of the Census, Current Inquiries—

^a Cellulose Plastic Products.

^b Pyroxylin Coated Woven Cotton Fabrics.

^c Plastic Paints, Cold-Water Paints and Calcimines.

^d Sales of Lacquer.

in the replacement of metal and other materials, now seem inexhaustible. Therefore, it is just as well to point out the one reason why, surprisingly enough, the use of plastics may still be limited. That reason is not so much the shortage of supplies; it is the fact that, when all is said and done, the plastics industry is dependent on the toolmaking industry. This applies both to the use of thermosetting molding compounds, such as phenolics and urea, as well as to the thermoplastic materials.

"Nearly every new plastics production needs the use of a special steel die and although some of these dies are interchangeable between one plastic material and another that is only on a limited scale. In any country at war, the demand for all available steel is likely to be such that very little, if any, will be available for molding purposes except (as in the case in Britain today) for cases where molds are required to produce export goods.

"The warnings which the U. S. A. may well take from events over here are: (1) Go ahead just as fast as possible with new designs for molding while you are still relatively free of restrictions and (2) at the same time, make every effort to lay in some stocks which, even under war conditions, will be available for the production of the many new types of dies for which there will automatically be a demand. In this way you will both safeguard the future development of your plastics industry and insure that it can be of the best possible service to the country's requirements."

It must be borne in mind that plastics are not ersatz or substitute materials. They are an essential replacement with many inherent qualities that enable them to do a first class job. It is quite possible that in many cases plastics will do a better job than the materials formerly used and now being conscripted for defense. At any rate, it is reasonable to believe that, if chosen with care, plastics will do a job equally as good. It is imperative, however, that the packagers investigate thoroughly before specifying materials, particularly those in the drug and cosmetic field. Plastics are being used very successfully for both drugs and cosmetics, but before the final selection of material takes place, it is necessary that exhaustive tests be conducted to determine whether or not the plasticizer is inert to the product. The plastics industry, both material suppliers and the molders, has complete laboratory facilities that are at the disposal of the customer.

Interesting experiments are now underway to enable manufacturers to use molded plastics for collapsible tubes. New types of materials that will be non-porous, resistant to acids and alkalis and that will not crack are being worked into the picture. Unlike the first plastic tube introduced in 1918 which bore a strong resemblance to the grease gun in principle, these new tubes will be so constructed that all of the material can be forced out without losing from 15 to 20 per cent of it, it is claimed. But these still remain in the experimental or laboratory stage.

One manufacturer of caps and tubes who is experi-



A NEW CHART TO HELP YOU JUDGE THE VISUAL VALUE OF YOUR **PACKAGE**



Sutherland's experienced package designing experts have prepared a practical "yardstick" to help you rate your own package as the consumer sees it. Every important visual design factor that can "make" or "break" package sales value is covered by the chart.

It's mighty important to keep abreast of packaging trends these days. Now, more than ever before the package is called upon to do the selling job. Sutherland's talented artists have designed hundreds of successful packages for all types of products. Their background of applying sound merchandising principles to package design is at your disposal. Get acquainted with Sutherland's packaging service today.

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This carefully formulated guide to good package design has the endorsement of prominent packaging experts. Its "point system" of evaluation for each important selling characteristic helps you determine the visual appeal of your packages. Write for your checking chart today. No cost or obligation.

CLIP COUPON AND MAIL TODAY

SUTHERLAND PAPER COMPANY, Kalamazoo, Mich.

Dept. M-5

Gentlemen:

Kindly send me your Package Design Checking Chart.

Name _____

Company _____

Address _____

City _____

State _____

Sutherland PAPER COMPANY
KALAMAZOO, MICHIGAN

menting with rubber hydrochloride tubing describes what he calls the preferred method for the production of non-metallic tubes from roll rubber hydrochloride sheeting or some other heat-sealing material such as vinyl polymer or co-polymer. This method consists of heat-sealing the perpendicular edges together with a controlled amount of heat and pressure. It is claimed that automatic heat-sealing equipment has now been designed for producing this body member and has a capacity of sealing approximately 24,000 in. per hour. The number of tubes that can be produced in one hour is, of course, determined by the length of the tube.

Because the rubber hydrochloride material can be printed or decorated in rolls before the body member is formed, low cost is claimed for the assembly.

The bonding of the body to the molded plastic shoulder member constitutes the second step of this

The impressive multiplicity of products to which plastics contribute an essential part is shown in this table, ranging from adhesive plasters to safety glass, from lacquers to rayon yarns and from records to millinery.

TABLE 3. PRODUCTION OF SPECIFIED PRODUCTS CONTAINING SOME PLASTIC MATERIALS: 1939

Industry	Products	Value of Products	Quantity
Fabricated plastic products, not elsewhere classified	Synthetic resins (phenolic, urea, vinyl, acrylate, etc.); Laminated sheets, plates, blocks, rods, tubes, and blanks; Other laminated products— Gears, bearings, and other machine parts; Electrical goods; Other and not specified	\$11,004,222 2,808,650 3,511,548 3,322,524
	Molded or cast products— Electrical goods; Closures; Housings (for cameras, scales, radios, etc.); Cigarette cases, compacts, vanity cases, and similar articles; Costume jewelry; Lamp shades and reflectors; Other and not specified	7,565,449 2,422,050 2,495,733 866,552 708,831 347,614 18,498,490
	Cellulose compounds (nitrocellulose, cellulose acetate, etc.), housings (for radios, etc.), cigarette cases, compacts, vanity cases, and similar articles and those not specified	18,998,256
Artificial leather and oilcloth	Casein or galalith products and soybean articles	173,932
Brushes	Other plastic products	574,660
Buttons	Pyroxylon-coated artificial leather	21,541,342	80,354,478 sq. yds.
Dental equipment and supplies	Toothbrushes with handles or backs of cellulose compounds and other materials	7,718,467
Games and toys (except dolls and children's vehicles)	Toilet brushes with handles or backs of cellulose compounds	1,612,227
Millinery	Buttons of cellulose compounds	1,156,859	824,884 gross
Mirrors and other glass products made of purchased glass	Buttons of galalith	3,066,495	13,827,501 gross
Ophthalmic goods (lenses and fittings)	Buttons of synthetic resin	4,080,941	15,438,819 gross
Paints, varnishes, and lacquers	Denture materials, except rubber	1,411,805
Pens, mechanical pencils, and pen points	Cellulose compound toys	542,671
Photographic apparatus and materials and projection equipment (except lenses)	Synthetic-textile trimmed hats (finished hats of viscose, cellophane, artificial horsehair, rayon, etc.)	5,324,296	540,850 doz.
Radios, radio tubes, and phonographs	Laminated glass (principally safety glass)	40,395,225
	Spectacle and eyeglass frames, mountings, and parts of Zylonite or shell, with or without metal parts	2,516,257
	Plastic paints	805,736	10,131,652 lbs.
	Synthetic-oleoresinous varnishes, straight or modified (100 percent synthetic resin)	29,333,650	23,172,584 gal.
	Nitrocellulose (pyroxylon) products:		
	Clear lacquers	17,477,529	13,749,586 gal.
	Pigmented lacquers	27,756,553	12,572,217 gal.
	Thinner	14,208,650	22,386,579 gal.
	Lacquer bases and dopes	3,337,663	3,094,391 gal.
	Other nitrocellulose products	1,526,736
	Synthetic resin enamels (oil, straight, or modified)	42,847,935	21,340,328 gal.
	Cellulose compound mechanical pencils	4,461,132	153,004 gross
	Cellulose compound fountain stylographic pens	11,890,129	202,468 gross
	Films (motion-picture and other, exclusive of X-ray films)	55,492,493
	X-ray films	10,237,241
	Phonograph records and blanks—		
	Disk records not including electrical transcriptions	15,980,130
	Electrical transcriptions	2,023,857
	Other records and blanks	1,757,897

Source: U. S. Census of Manufactures, 1939 Preliminary Reports.

process. By using a special adhesive around the base of the plastic shoulder, the two parts are fitted together. The tubes are then run through a heated hood so that the seal is set and further reinforced by applying a heat-seal over the bond. The manufacturer states that he has found this type of bond satisfactory without the aid of secondary seals such as viscose bands. It is said that the bond will hold up under normal and severe tests.

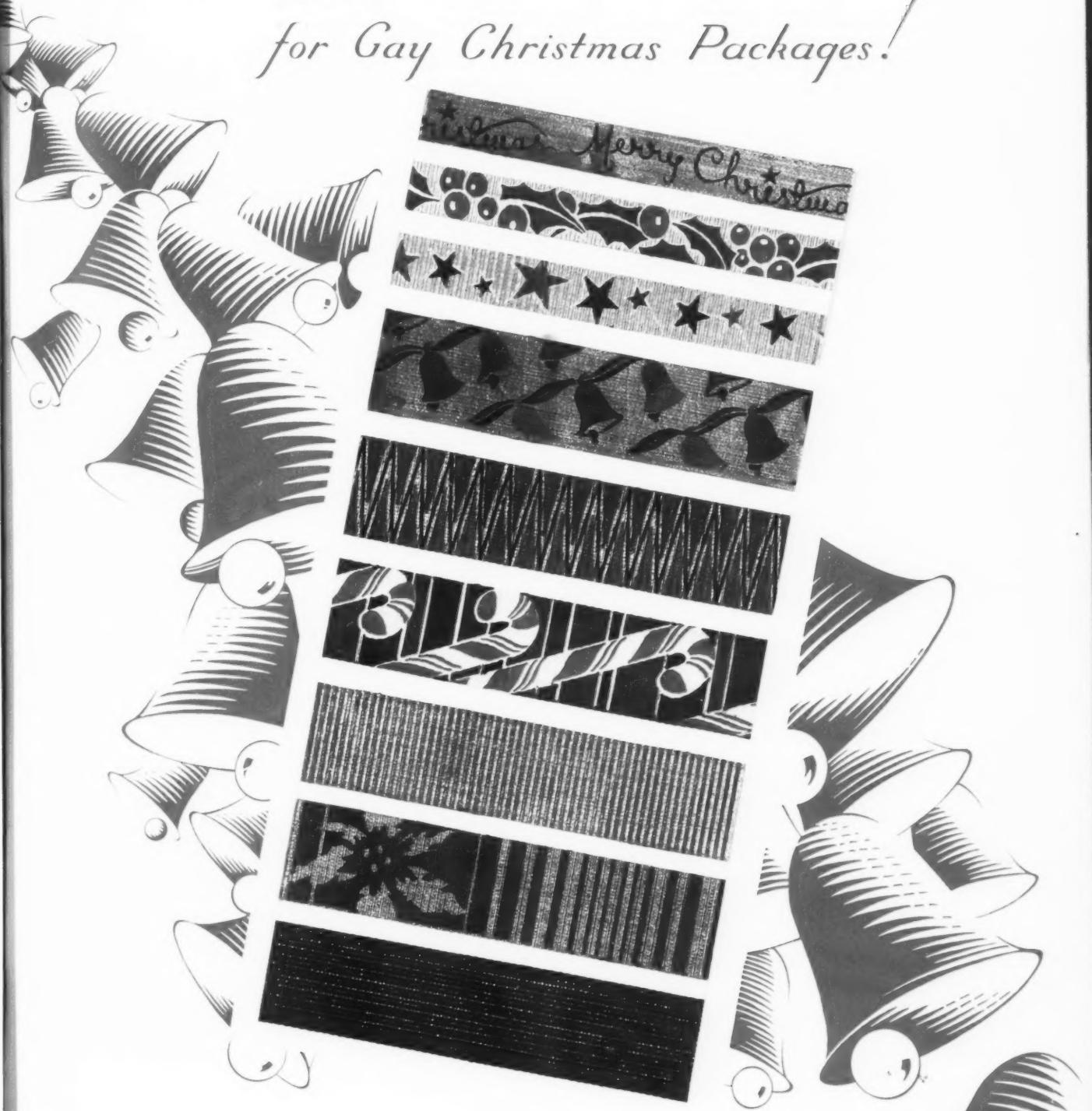
After the product has been put in the tube, the ends are pressed together and heat-sealed or they may be folded and heat-sealed. The manufacturer claims that small automatic heat-sealing attachments are available and these can be used on the regular filling equipment.

To our knowledge none of the companies experimenting with tubes of rubber hydrochloride derivatives have issued reports on exhaustive (*Continued on page 128*)

Ribbonette . . .

REG. U. S. PAT. OFF.

for Gay Christmas Packages!



These are only a few of our 1941 Christmas numbers - there are many more.

CHICAGO PRINTED STRING CO.
2319 Logan Blvd., Chicago

225 Fifth Ave., New York

Modernizing a tradition

OLD



NEW



The C. D. Kenny Co. is a large distributor of coffee, tea and groceries in the South. Behind this trade name is a 70-year tradition of successful business. However, on its old packages, the company name was subordinate to other data. Therefore, when the firm resolved on a course of redesigning its packages, the first consideration was to give prominence due a name with such tradition and selling power.

First plans were to "antique" the packages, rather than to modernize them, but the first "roughs" beside competitive modern designs clarified the issues on tradition. A modern poster and billboard treatment was endorsed enthusiastically—a technique with sales power for shelf, counter and window displays.

First of the products to put on the new dress was the vacuum tin of Kenny's Norwood coffee with a new color scheme and large panel for visibility, legibility and identity at 40 ft. The Kenco coffee can was similarly redesigned for shelf appeal with the metal background of the container for the display effect. The bagged coffee featured a diagonal line so that shelf display in the mass created a jagged, lightning-like line of sharp, interruptive emphasis. For the tea, not only the design was changed, but the container as well. A squat, cubical container was discarded for a modern rectangular folding carton with the name Kenny displayed more prominently than the product name for the tea.

Credit: Vacuum tins by American Can Co. Coffee bags by American Bag and Paper Co. Tea cartons by Simpson & Doeller Co.

Giving a 70-year-old trade name its just due was the prime consideration in these old-new illustrations. Note the way the name stands out on the new packages in confident poster technique. An old squat cubicle container for the tea was replaced by a carton, which provides a larger area for display.

OLD



NEW





Made in America!

From the very heart of America flows an endless stream of honest products—Rhinelanders papers satisfying the needs of industry at home and abroad. Rhinelander Brand means "Made American"—true value because of uncompromising quality. For almost half a century Rhinelander Papers have served as the standard ranging from the best that's made to the cheapest that's good.

RHINELANDER PAPERS

**PROTECTIVE
PACKAGING**

Genuine Greaseproof
Laminated Frozen Food Wrappings
Confectionery Papers
Cereal Wrapping Papers

Laminated Greaseproof Papers
Lord and Shortening Liners
Bakery Product Wraps
Coffee Bag Papers

Cracker Box Liners
Greaseproof Innerwraps
Glassine Papers, Plain, Colored
and Embossed

Wax Laminated Glassine
Opaque Label & Bag Glassine
Packing Industry Wrappings—
and Specialties to order

RHINELANDER PAPER COMPANY • RHINELANDER, WISCONSIN

CHICAGO
228 N. LaSalle St.

NEW YORK
41 Park Row

LOS ANGELES
117 West Ninth St.

MINNEAPOLIS
713 Pence Building

Packages are in the Army now

by WALTER S. ROSS

Southward you drive, through Chicago's smoke and grime. Out near the stockyards and then west to the huge mass of building that says "Army Supply Depot." Here is an important cog in our war machine and a segment of military activity that is little known to civilians, because the Army is a big business as well as a fighting machine. It is a purchasing department and warehouse as well as a death-spitting machine gun and a rolling tank. It has a function of service as well as of fighting.

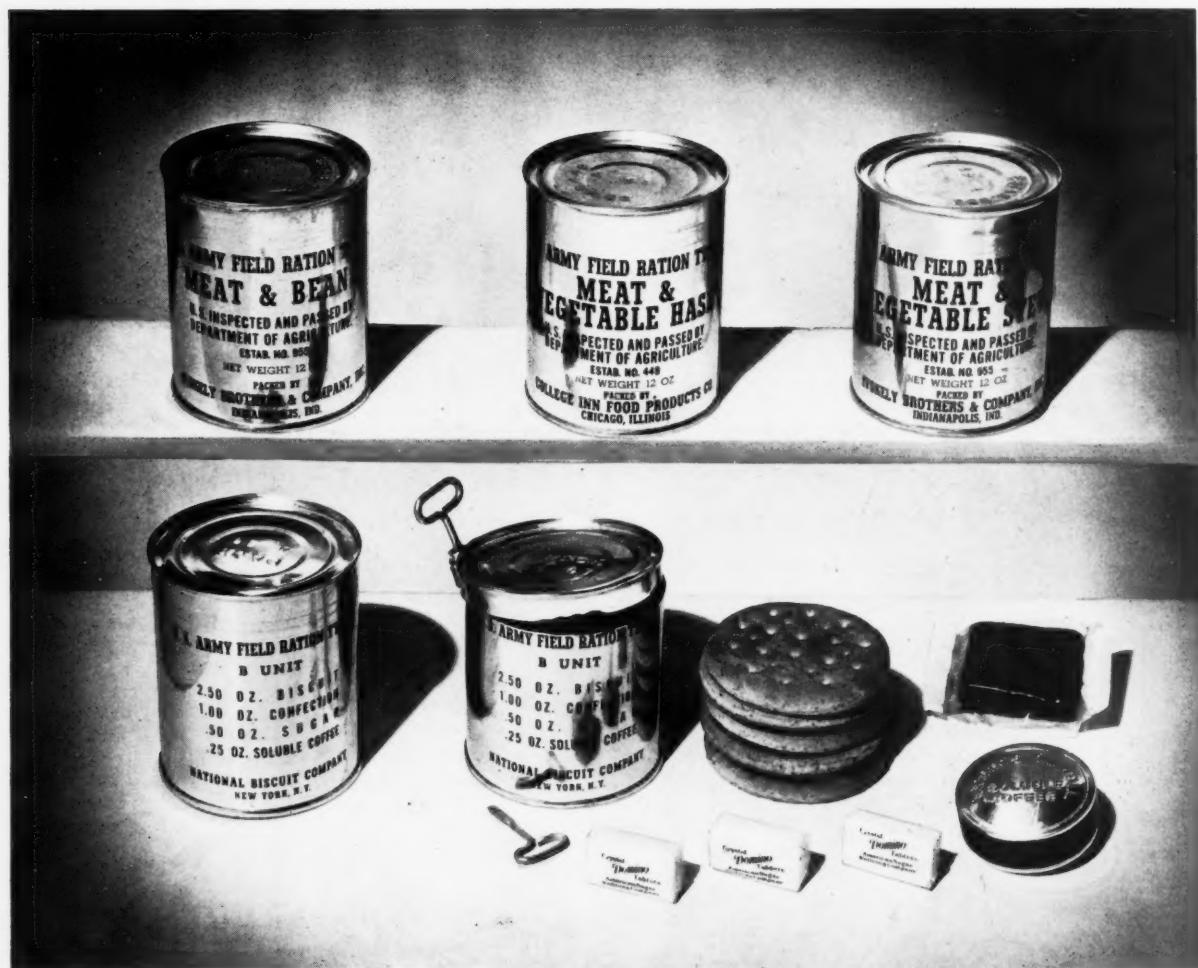
And like everything that is mobile, the Army needs packaging. Here, packaging has new functions, so it takes new forms. One of the requirements of Army packaging is to keep the man-on-foot well stoked with vitamins, calories and minerals to make of him a con-

sistent, efficient, independent fighting unit. For in these days of machine war, each man must be on his own as well and as long as possible.

To this end have field rations been devised. They are issued to troops on maneuvers and those about to go into action. They are intended to answer the hunger and thirst needs of men in movement, to keep safely until needed, to be easily available, to be tasty under conditions where cooking is impossible, to be well balanced and edible and easily digestible. Only a portion of these problems are concerned with packaging, but they are key problems.

At the Subsistence Research Laboratories in the Army Depot in Chicago you will see colonels, captains, lieutenants and master sergeants walking around in

1941 Army field rations are packed in 12-oz. cans. Most cans are key-opened. The key, however, is not supplied with these cans, but is packed in with Unit B which consists of five biscuits, one metal box of soluble coffee, three sugar tablets, a square of confection and the key.



MASSACHUSETTS SILVER

ON WAREPLATINUM PYROXYLIN COATED PAPER



Photograph Courtesy of The Metropolitan Museum of Art

WINSLOW CHOCOLATE POT

Edward Winslow (1669-1753), "is one of the greatest of early Boston silversmiths. From the superior quality of his work it has been presumed that he served part of his apprenticeship abroad." This is an excellent example of early 18th Century silver. *From EARLY AMERICAN SILVER, by C. Louise Avery, Courtesy The D. Appleton-Century Co., New York.

McLAURIN-JONES CO.

BROOKFIELD AND WARE · MASSACHUSETTS

This is Wareplatinum Pyroxylin Coated Paper (Regular Weight Cover)

WAREGOLD, WARELUXOR & WAREPLATINUM PYROXYLIN PAPERS

An air of quality and refinement is transmitted directly to the product when these fine metallic coated papers are used for packaging, for tags, labels and seals. For portfolios, enclosures, catalog covers and numerous other purposes, the richness and sheen of McLaurin-Jones Pyroxylin Coated Paper lends quality unparalleled—try it!

Distributors

AKRON, OHIO	HARTFORD, CONN.	PITTSBURGH, PA.
The Alling & Cory Company	Henry Lindenmeyer & Sons	The Alling & Cory Company
ALBANY, N. Y.	HOLYOKÉ, MASS.	PORTLAND, MAINE
Hudson Valley Paper Company, Inc.	Judd Paper Company	C. M. Rice Paper Company
ATLANTA, GA.	INDIANAPOLIS, IND.	PORTLAND, ORE.
Knight Brothers Paper Company	Crescent Paper Company	Zellerbach Paper Co.
S. P. Richards Paper Company	C. P. Lesh Paper Company	PROVIDENCE, R. I.
Sloan Paper Company	MacCollum Paper Company	R. L. Greene Paper Co.
BALTIMORE, MD.	JACKSONVILLE, FLA.	RENO, NEVADA
The B. F. Bond Paper Co.	Knight Brothers Paper Company	Zellerbach Paper Co.
Henry D. Mentzel & Co. Inc.	KANSAS CITY, MO.	RICHMOND, VA.
BIRMINGHAM, ALA.	Willis & Weber Paper Co.	Epes-Fitzgerald Paper Co.
Strickland Paper Co. Inc.	KNOXVILLE, TENN.	Richmond Paper Co.
BOISE, IDAHO	The Cincinnati Cordage & Paper Co.	Virginia Paper Co.
Zellerbach Paper Co.	LONG BEACH, CALIF.	B. W. Wilson Paper Co.
BOSTON, MASS.	Zellerbach Paper Co.	ROANOKE, VA.
Storrs & Bement Company	LOS ANGELES, CALIF.	Caldwell-Sites Co.
BRIDGEPORT, CONN.	Zellerbach Paper Co.	ROCHESTER, N. Y.
Lott-Merlin, Inc.	LOUISVILLE, KY.	The Alling & Cory Company
BUFFALO, N. Y.	Louisville Paper Company, Inc.	SACRAMENTO, CALIF.
The Alling & Cory Company	LYNCHBURG, VA.	Zellerbach Paper Co.
CHARLOTTE, N. C.	Caskie Paper Company, Inc.	SALT LAKE CITY, UTAH
Caskie Paper Company, Inc.	MEMPHIS, TENN.	Zellerbach Paper Co.
Dillard Paper Company, Inc.	Graham Paper Company	SAN DIEGO, CALIF.
CHICAGO, ILL.	Taylor Paper Company	Zellerbach Paper Co.
James White Paper Co.	MIAMI, FLA.	SAN FRANCISCO, CALIF.
CINCINNATI, OHIO	Knight Brothers Paper Company	Zellerbach Paper Co.
The Cincinnati Cordage & Paper Co.	MILWAUKEE, WIS.	SAN JOSE, CALIF.
The Diem & Wing Paper Co.	The W. F. Nockie Paper Co.	Zellerbach Paper Co.
CLEVELAND, OHIO	MINNEAPOLIS, MINN.	ST. LOUIS, MO.
The Alling & Cory Company	Stilwell-Minneapolis Paper Co.	Graham Paper Company
The Cleveland Paper Company	NASHVILLE, TENN.	ST. PAUL, MINN.
COLUMBIA, S. C.	Bond-Sanders Paper Company	E. J. Stilwell Paper Co.
Epes-Fitzgerald Paper Company	NEW HAVEN, CONN.	SCRANTON, PA.
DAYTON, OHIO	Storrs & Bement Company	Megargee Brothers, Inc.
The Cincinnati Cordage & Paper Co.	NEW ORLEANS, LA.	SEATTLE, WASH.
DENVER, COLO.	The D & W Paper Company Inc.	Zellerbach Paper Co.
Butler Paper Company	E. C. Palmer & Co., Ltd.	SPOKANE, WASH.
DETROIT, MICH.	NEWARK, N. J.	Zellerbach Paper Co.
Butler Paper Company	J. B. Card & Paper Company	SPRINGFIELD, MASS.
Seaman-Patrick Paper Company	Central Paper Company	The Paper House of New England
The Union Paper & Twine Company	NEW YORK CITY, N. Y.	STAMFORD, CONN.
EUGENE, ORE.	H. P. Andrews Paper Company	Lott-Merlin, Inc.
Zellerbach Paper Co.	Baldwin Paper Company, Inc.	STOCKTON, CALIF.
EUREKA, CALIF.	Bækman Paper & Card Company, Inc.	Zellerbach Paper Co.
Zellerbach Paper Co.	Forest Paper Co. Inc.	TAMPA, FLA.
FRESNO, CALIF.	Henry Lindenmeyer & Sons	Knight Brothers Paper Company
Zellerbach Paper Co.	The Seymour Paper Co., Inc.	TERRE HAUTE, IND.
GREENSBORO, N. C.	OAKLAND, CALIF.	Mid-States Paper Company, Inc.
Dillard Paper Company, Inc.	Zellerbach Paper Co.	WASHINGTON, D. C.
GREENSVILLE, S. C.	PATERSON, N. J.	R. P. Andrews Paper Company
Dillard Paper Company, Inc.	Paterson Card & Paper Co. Inc.	WORCESTER, MASS.
HARRISBURG, PA.	PHILADELPHIA, PA.	Chas. A. Esty Paper Company
Johnston, Keffer & Trout	Garrett-Buchanan Company	YAKIMA, WASH.
Donaldson Paper Co.	The J. L. N. Smythe Company	Zellerbach Paper Co.
PHOENIX, ARIZ.	PHOENIX, ARIZ.	
Zellerbach Paper Co.	Zellerbach Paper Co.	

THIS IS A SAMPLE OF WAREPLATINUM PYROXYLIN COATED REGULAR WEIGHT COVER . . .

Also made in Heavyweight and 4 Ply Cover . . . Lightweight (Gummed and Ungummed) Label,
and Heavyweight Label (Gummed)



I DIDN'T KNOW MODERN PACKAGING

"I've always liked Modern Packaging. But I never realized that we could use it to help sell our glass bottles. I knew, of course, that our customers—and our prospects—read Modern Packaging just as regularly and thoroughly as I do; our salesmen see it and hear of it wherever they go. But I couldn't see the connection between our bottles and the many packaging items featured in the magazine. Ribbons, boxes, fancy paper—all seemed remote from our business.

"We make drug bottles—so we advertise in drug magazines. We make cosmetic bottles — so we advertise in cosmetic magazines. Our business is limited to a few industries—so why advertise in a magazine that covers the whole packaging market? These were the arguments that made our business seem "different" to us—but not to Modern Packaging's representatives.

"It took a lot of convincing—but we finally agreed to try a few pages in Modern Packaging. Now we really know the power of the magazine. We know that it yields a tremendous influence, and the basic principles of good packaging that it discusses are vitally important to our customers. As for our former convictions, maybe this test will interest you:

"HERE'S AN ADVERTISEMENT FEATURING STOCK COSMETIC BOTTLES. WE RAN THE SAME ADVERTISEMENT IN MODERN PACKAGING AND IN A COSMETIC MAGAZINE. MODERN PACKAGING OUTPULLED THE OTHER MAGAZINE 2 TO 1."

"What More Can I Say?"

MODERN PACKAGING

122 East 42nd Street

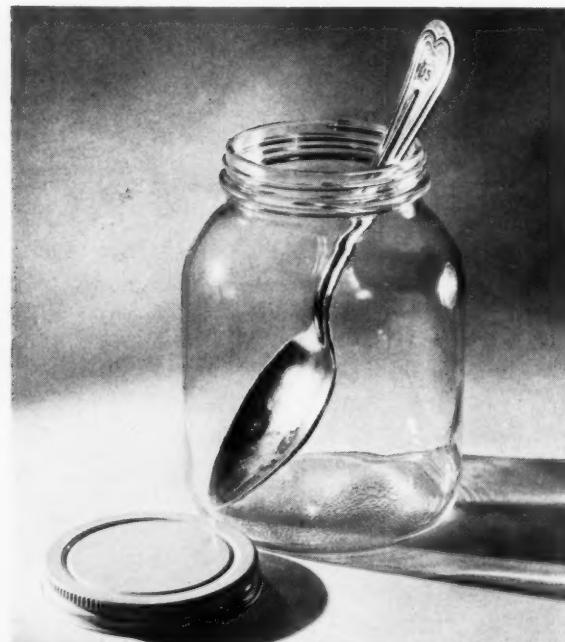
New York, N. Y.

mufti and the white aprons of laboratory workers. And the reason is important, because these are the men of the Army who are a liaison between private food industry and the armed forces and they do not wish to put the civilians with whom they do business at a psychological disadvantage.

The Army is willing to cooperate with industry as far as such cooperation will insure adequate sources of supply. For instance, the number of machines in the country to pack and seal square cans is considered too limited by the Army to insure adequate supply. So the round can has been adopted for the field rations because of its availability, although the square can is much easier for the soldier to use, simpler to pack and carry on the march, takes less storage space. A multiplicity of sources of supply is also necessary for the packaging materials specified. Therefore, trade-marked items are taboo and substances in the public domain, suppleible by many manufacturers, are asked for.

Smart packagers will beware of trying to sell patented materials or processes to the Army, for these gentry will not specify or buy any such things unless conditions absolutely demand it. But the obverse of the situation is bright. You can talk to the Army in full assurance that all of your confidences will be kept. The Subsistence Research Laboratories, moreover, do not buy a pennyworth of anything. They merely make up the specifications of what is to be bought and send them to the Specifications Board in Washington for consideration. Here representatives of each branch of government concerned with a particular purchase—Army, Navy, Indian Bureau, etc.—discuss the ade-

This light-weight, wide-mouth glass jar replaces a No. 10 tin can formerly used for serving preserves at tables in barracks and cantonments. Contents are extracted with a regulation Army spoon.



quacy of the Laboratory's recommendations. When a decision has been made, the result is embodied in official specifications, copies of which are available to every bidder on a purchase.

It is well to remember that the Subsistence Research Laboratories are peopled with men who are only too willing to listen to industry's side of the story. They do not want to demand the impossible from business, because it is their business to make supplies as available as possible, to enable industry to supply the Army efficiently and economically.

The Army has a legitimate gripe on this score. Many industries send their field salesmen for consultation. What is needed for contact with the Army researchers are technicians, for the Army men are technicians themselves. It is technical information that they require, not selling, because the Army never has to be sold. The first step, which is the main business of the Subsistence Laboratories, is to gather adequate information upon which to project research and reach conclusions. Then, when the Army is ready to buy, all manufacturers producing goods within the scope of the particular supply Depot doing the purchasing will be notified by the Quartermaster of the specifications and the date by which bids should be submitted.

Much buying is done locally, but the advertising under specifications is done nationally, and this is the point at which experienced packagers and machinery and materials men can help the Army and themselves by offering intelligent aid in the preparation of specifications. Doing business with the Army is more demanding than doing business privately, but it is far from impossible and the Army is no more arbitrary than its needs. *Caveat emptor* cannot prevail in a situation which involves national security. The supplier must be responsible for his unopened package and product up until the time of use. Special shipping precautions must be taken because, although common carriers are used, the goods on arrival in the field are subject to hard usage unknown in normal commercial shipping. Shipping container specifications are drawn with this in mind (see April, 1941, Modern Packaging, For Your Information) and are apt to be a bit more expensive than ordinary civilian containers.

Army and Navy packaged goods—and this holds for munitions as well as food and clothing—must be prepared to undergo every sort of climatic condition from arctic cold to tropic heat. They, in many instances, must have a shelf life of at least a year and survive all known forms of transportation, including foot, ship and camel-back. Specifications embrace commercial packaging wherever possible, but deviate wherever necessary. Thus, the source of supply of metal cans was broadened when the specifications on the class "C" rations were made to read, "Each can shall be scored with a key-opening band of the herring-bone or three-line type of scoring, so scored as to insure that the can may be opened readily with a key." As the Army officer in charge of drawing up this specification said, "Our main concern is to make (Continued on page 132)

DOES YOUR PACKAGE SELL...



...ON THE COUNTER?



and ...IN THE HOME?

FIRST FUNCTION of any package is to protect the product until it is sold . . . second function is to move it off the retailer's counter or shelf. Then there are *third* and *fourth functions* that should also be definite objectives in the design of every

package—to bring purchasers back for more . . . and to sell their friends.

Eastman Acetate Sheet is an ideal material to give packages all of these features. It completely protects the product it encases, against unnecessary handling—even against water, grease, alcohol. . . . It sells in the store because the Clear Transparent Type provides full display and the Clear Matte and Colored Translucent Types add decorative effects. . . . It sells in the home because containers fabricated from it are relatively durable and have maximum utility.

The possibilities in package and display design with this modern, versatile sheet plastic are virtually unlimited. Let us send you samples of the type, thickness, and dimensions you need to try it, or the names of fabricators. . . . Eastman Kodak Co., Chemical Sales Division, Rochester, N. Y.

Specifications and Fabrication Data

Eastman Acetate Sheet is available in rolls up to 40" in width and any convenient length, and in standard- and cut-to-size sheets. *Clear Transparent Type* is furnished in thicknesses up to .020"; *Clear Matte Type* (matte one side) in thicknesses .003" to .010"; *Colored Translucent Type* (pigment coated one side) in thicknesses .003" and .005"—in a wide range of light-fast pastel shades. All three types of *Eastman Acetate Sheet* can be scored, folded, pleated, fluted, molded, drawn . . . take printing inks without wrinkling . . . can be sewed, crimped, stapled . . . cement with an unyielding bond . . . do not crack or shatter.

• • •
BRANCH OFFICES: New York, Eastman Kodak Company, 350 Hudson Street; Chicago, Eastman Kodak Company, 1727 Indiana Avenue. PACIFIC COAST DISTRIBUTOR: Wilson & Geo. Meyer & Co.—San Francisco, Federal Reserve Bank Building; Los Angeles, 2461 Hunter Street; Seattle, 1020 So. 4th Avenue. CANADIAN DISTRIBUTOR: Paper Sales Limited—Toronto, 11 King Street West; Montreal, 1539 Sun Life Building.



TABLE TENNIS BALLS are used again and again, so they should have a handy, sturdy container. And, to sell readily, they must be prominently displayed. Harvard Specialty Manufacturing Corp., Cambridge, Mass., meets all requirements with unit of left—attractive carton gets counter display . . . convenient tubes of transparent Eastman Acetate Sheet, with brand stamped in gold, assure quantity sales, make a hit in the home.

EASTMAN ACETATE SHEET

Attracts...Protects...Sells



Blue ribbon daddies

For Valentine's Day there are cupids and hearts; for Easter, chicks and rabbits; for Christmas, Santa and holly; for Mother's Day, carnations and Whistler's mother. But for Father's Day, there has never been anything.

For years, the men's apparel industry has been searching for a central theme or symbol that would put the same punch into Father's Day promotions as the enthusiastic sentiment surrounding Mother's Day. At last they may have something. And it began with packaging.

Last year, the Pioneer Suspender Co., in cooperation with its advertising agency, originated an idea to bridge this gap. They boxed all their merchandise—brace and garter sets, belts, belt and buckle sets—for Father's Day with appropriately lettered blue ribbons. They adopted such slogans as "Gifts for a Blue Ribbon Dad," or "Make This a Blue Ribbon Day for Dad." The

whole scheme lent itself gracefully to advertising, store display and for badges worn by sales clerks.

The idea "caught on" everywhere. Many stores tied in their whole Father's Day promotions with the idea suggested through Pioneer's Blue Ribbon packages. Chambers of Commerce picked it up for the theme of cooperative community campaigns. The National Father's Day Council became interested.

Spurred on to new things by this gift merchandising last season, Pioneer has introduced its current line of Father's Day products in redesigned packages with definite gift appeal. Each of the items is packaged first, by itself, as a standard unit for year-round sales. For example, the braces are inclosed in a laminated die-cut folding carton with transparent cellulose window. The belts are put into a long narrow set-up box with cellulose window that extends over the sides to give counter and shelf view (*Continued on page 126*)

CAMEO SEALS



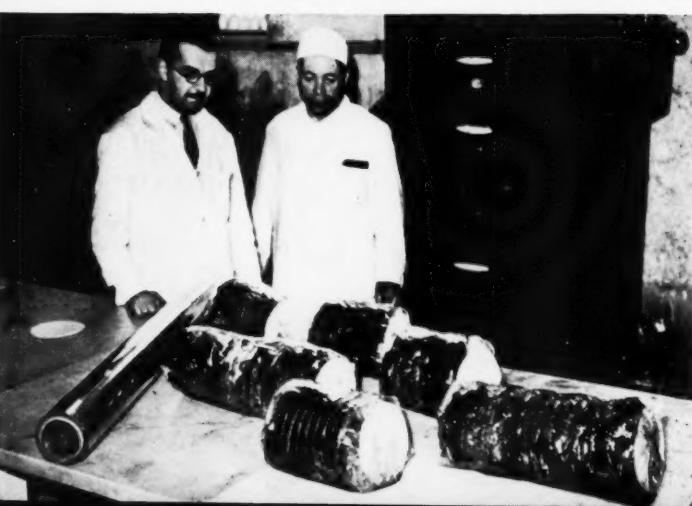
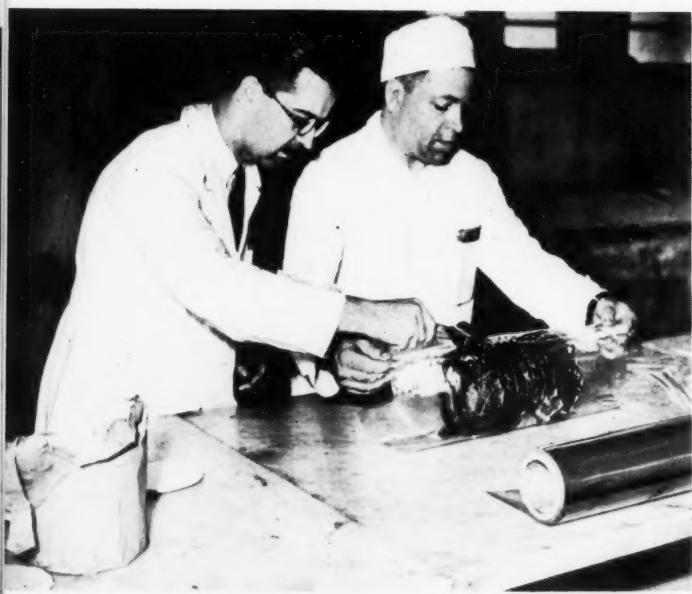
make it a Merry Christmas

The rich colors, luxurious designs and fine finishes of Cameo embossed Christmas seals add the sparkling holiday touch to packages of every type. They transform the everyday package into the holiday container, lending the subtle enchantment of the gift-giving impulse to regular sale packages. They are perfect Christmas decorations. Their adhesive qualities make them easy to apply and give them the added function of holding holiday wraps, bands, tags in place. The samples on this page are only a few of the scores of stock designs ready for instant shipment. Custom seals will be created and produced to fit your special need.



IN CANADA: CAMEO METAL SEAL & LABEL CO., LTD., 371 DOWD ST., MONTREAL

Protective package for meat



The Argentine Meat Producers Assn. of Buenos Aires reports highly successful results with a new method of packaging and shipping pre-cooked beef to this country for restaurant and home consumption. The Association, formed in 1935, has a membership in excess of 40,000, who operate their own plants in the Argentine, slaughter and market their own meat which is graded and priced by their own inspectors.

The packaging technique involves the use of Pliofilm transparent sheeting as the primary packaging material. The first shipment of approximately 1,000 lbs. was made in January of this year.

Steps in the preparation of the meat are as follows: The meat is cooked between three and four hours in an oven at a minimum temperature of 212 deg. F. This assures thorough cooking at 165 deg., to meet U. S. Government specifications. The meat is removed from the oven with a fork and, while still untouched by hands, is laid on a cut-to-size sheet of 170-gauge normal transparent sheeting. The roast is roll-wrapped on this and the longitudinal seam applied. A special taste-proof, cardboard disk is inserted at each end to afford the package ends greater regularity and the ends are then heat sealed. The result is a hermetically sealed moisture- and air-proof container in which all of the natural flavor and juices of the freshly roasted, still sizzling beef are imprisoned. The package is then overwrapped in a strong paper for additional resistance to handling. Six roasts are put in a wooden box which is placed in a low temperature freezer until transferred to the refrigerator compartment of a steamer for shipment to the United States or elsewhere.

The present packaging method was a result of much experimentation and gradual elimination of other methods due to unsatisfactory protection or high cost, or both. It was found difficult to work with tin because of the variable sizes of the roasts and because of the high cost factor. Aluminum foil combinations with material such as wax and other specially treated paper afforded satisfactory protection, but did not lend themselves readily to the packaging technique and, in addition, were more expensive than the wrap finally determined upon.

Test shipments thus far have shown that the Pliofilm wrap prevents loss of flavor, oxidation of either fat or meat, discoloration or absorption of foreign odors and also protects against weight loss.

Credit: Photographs courtesy The Goodyear Tire & Rubber Co., Inc.

1. Pre-cooked meat is laid on the transparent sheeting. The roast is then roll-wrapped and the longitudinal seam applied.

2. To provide rigidity and regularity to the package ends, a cardboard disk is inserted at either end. The ends are then heat sealed.

3. Final result: hermetically sealed moisture- and air-proof units which protect meat against spoilage and shrinkage.

"Look! . . .



there's another
application of
transparent plastic"



"Why can't we use
Ethofoil
DOW ETHYLCELLULOSE SHEETING
in our product?"

Ice cream cone dispenser fabricated by Somerville,
Ltd. ETHOFOIL was used because it's unshatterable,
odorless, imparts no taste, less costly to fabricate.

There's as much difference between transparent sheeting materials as there is between the products they help to sell.

Take ETHOFOIL* (Dow Ethylcellulose sheeting) for instance. It has certain advantages that make it ideal for many different kinds of product packages and displays. It is a clear, tough, transparent sheet that does not become brittle with age or discolored from light, but maintains its original, clear transparency.

ETHOFOIL does not crack, break at low temperatures or in dry climates and does not become distorted by storage in warm places. It is easy and economical to fabricate.

Let America see your products. Bring them out into the light. And whatever the shape of your package or display, be sure to investigate ETHOFOIL. Complete information, specifications and samples may be had on request. Write or wire the Plastic Sales Division of

THE DOW CHEMICAL COMPANY, MIDLAND, MICHIGAN

New York, St. Louis, Chicago, San Francisco, Los Angeles, Seattle

Working with you for America



*Trade Mark Reg. U.S. Pat. Off.

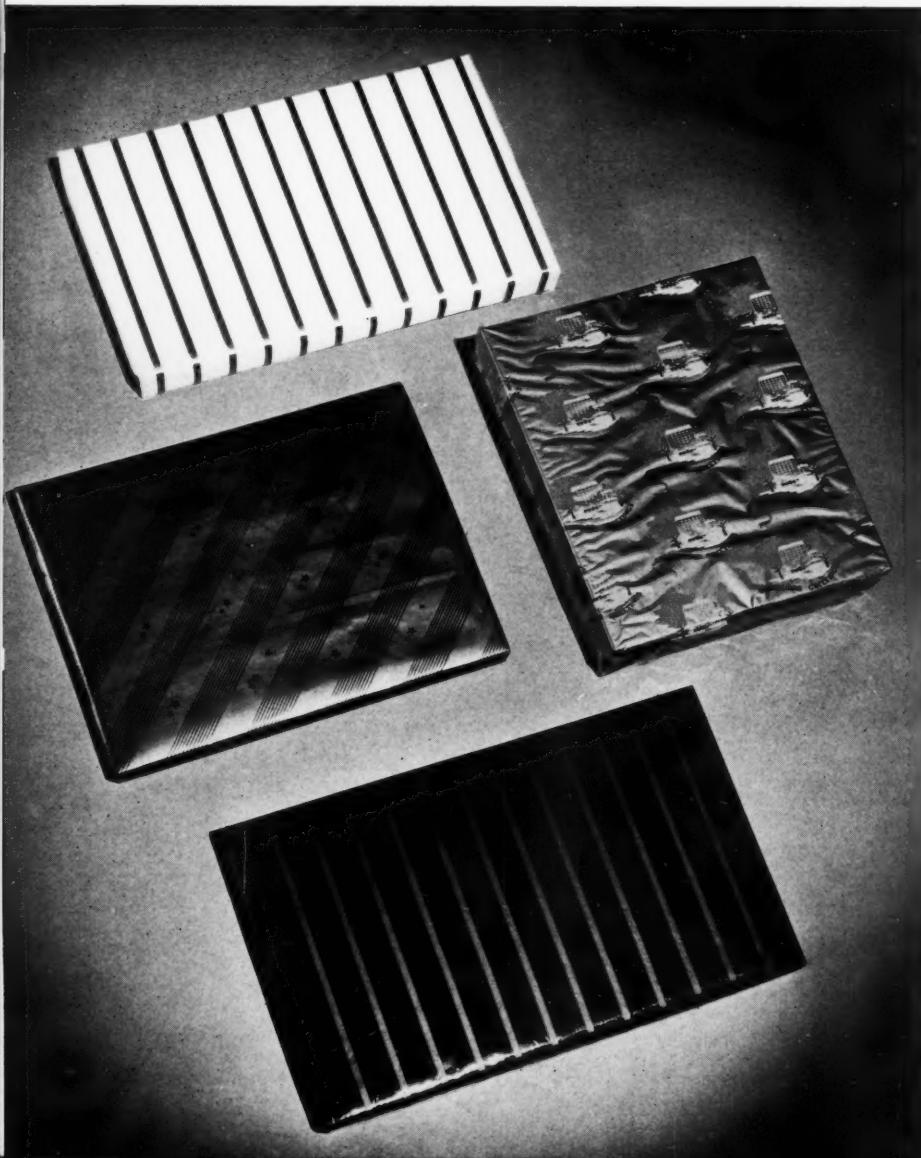
Store gifts in cellulose

For some time department stores that pride themselves on individualized gift wraps have been looking longingly at the beautiful effects to be achieved with printed transparent and laminated cellulose. Many have wanted to use such materials for a standardized gift wrap on their Christmas packages, but obstacles of handling or expense always seemed to keep them from it.

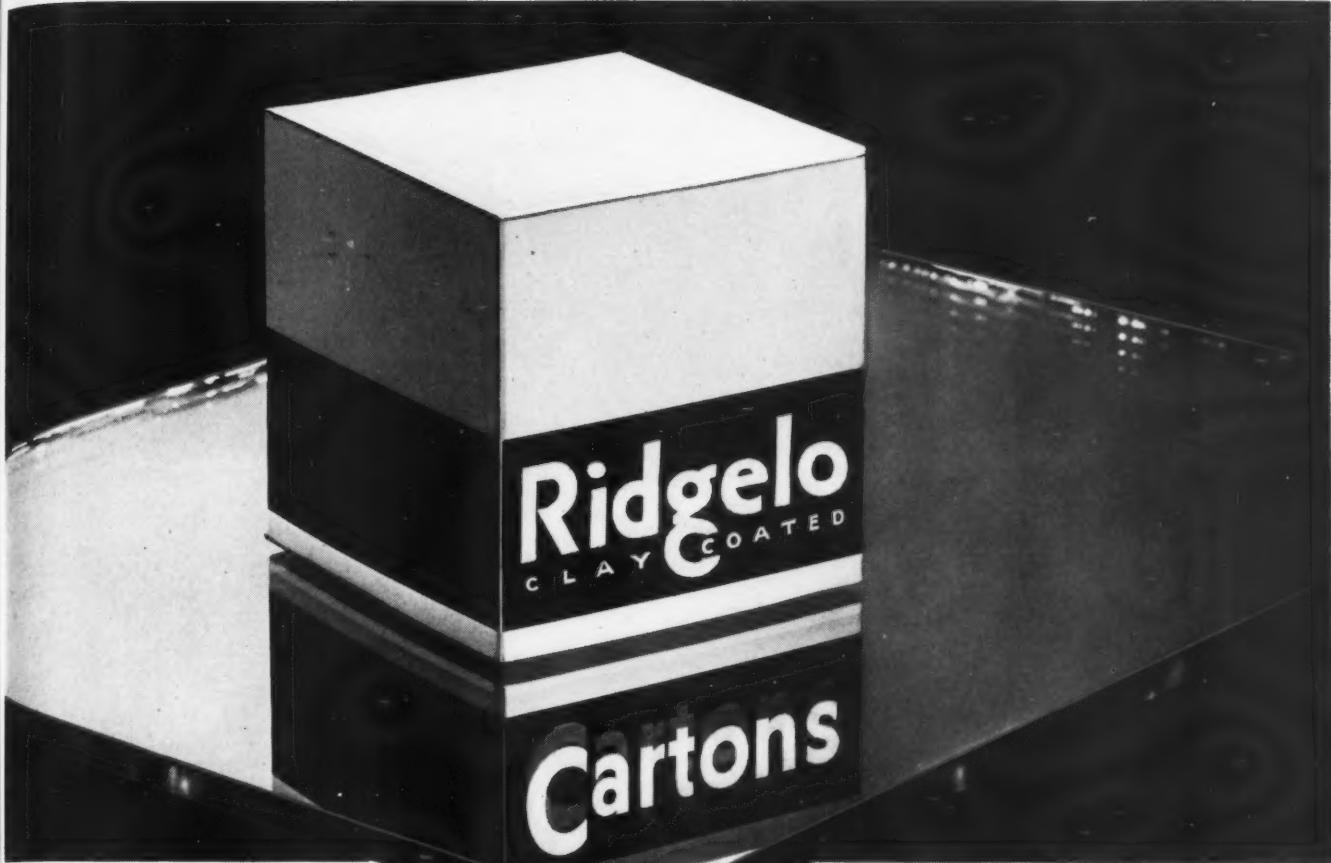
These obstacles are no longer a barrier. Several of the country's leading stores are now using such materials on every gift wrap that goes out of their stores, while others are using such materials for Christmas wrappings. Among the first to adopt the use of a cellulose wrap was Saks Fifth Avenue. About four years ago this store, in cooperation with the supplier, tried a special Christmas gift wrap of printed cellulose, with a slip sheet, over Saks' regular year-round gift boxes.

The first step in the experiment was to show that such a wrap could be handled easily in the wrapping and delivery departments. The store made a list of the 50-odd box sizes they use and a correct size wrapper was determined for each. Then the supplier calculated the most economical way to cut full-size sheets of the largest dimensions obtainable to fit each box. This analysis showed that all of the sizes required could be cut from five master sheets. Demonstrations in handling, folding and fastening were given for the personnel of wrapping and delivery departments.

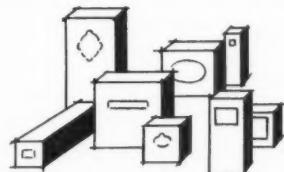
Scotch tape was selected for the fastening: first, because it was fast and easy to handle; second, because it had excellent adhesive qualities on cellulose materials; third, because it made a neat package that would not become messy in delivery and shipment. The first design selected at Saks (*Continued on page 128*)



Standardized gift wraps of printed and laminated cellulose used by three New York stores. Bottom, a green stripe printed on red transparent sheeting with a red slip sheet used three Christmases by Saks Fifth Avenue. Top, the same design adapted later for a printed laminated sheet in gold and white for Saks' year-round gift wrap. Left center, a printed laminated sheet in red and green used by Best & Co. Right center, a transparent sheet printed in lavender, black, white and gold over Bergdorf Goodman foil boxes.



These containers, and bulk products too look best and sell better in clay coated Folding Cartons.



RIDGELO PACKAGING SERVICE INCLUDES:

- CLAY COATED BOXBOARDS** for flat or gloss inks • for varnish & lacquer • for halftones & multi-color work • for transparent laminating
- BRUSH FINISHES** for high lustre without varnish
- LAMINATED PRODUCTS** for high strength, special folding quality • for extra thickness • for grease & moisture resistance
- EMBOSSED DESIGNS** for distinctive cartons applied before or after printing
- COLORS** 16 carried in stock for colorful cartons without ink

R EFLECT THE FINE QUALITY OF YOUR PRODUCT...

The consumer receives a convenient, uniform package—the dealer has an easy-to-display line—*both* enjoy clean, accurate, branded merchandise when smooth Ridgelo Clay Coated Cartons are the units-of-sale.

FOR THE BEST OF CARTONS—USE

Ridgelo
CLAY COATED
REG U. S. PAT OFF
BOXBOARDS • CARDBOARDS
MADE AT RIDGEFIELD, N. J.
BY LOWE PAPER COMPANY

LARGEST SUPPLIERS TO INDEPENDENT CONVERTERS

Representatives: E. C. Collins, Baltimore • Bradner Smith and Company and Mac Sim Bar Paper Company, Chicago • H. B. Royce, Detroit
Gordon Murphy and Norman A. Buist, Los Angeles • A. E. Kellogg, St. Louis • Philip Rudolph & Son, Inc., Philadelphia



Re-use appeal of containers becomes as important as the product in this jelly gift packaging. Since all product identification is removed with the closure, the glasses may go proudly to the table without transfer to other serving dishes. After the jelly is used, the consumer has six gold-rimmed highball glasses in an attractive wire carrying rack. Left, in a set-up box, a set of the jellies in jigger-size glasses.

Gift drama for jellies

Demand for foods in smart gift packages, particularly in department stores, has developed to such a point that re-use appeal of containers is becoming almost as important as the product itself. An interesting example is a new gift unit developed by Goodman Bros., for their wine jellies.

The purchaser does not buy this jelly merely because it's fine jelly, but because she gets it in six handsome, gold-banded highball glasses with a wire serving rack. Furthermore, because there are no labels or advertising matter on the glasses themselves, she can proudly put them on her table without the fuss of transferring the jellies to other serving dishes. The glasses are ready for table use as soon as she removes the closure.

The Goodman company was able to carry out this package idea easily, inasmuch as their jellies do not require air-tight closures to prevent spoilage. Therefore, a glass molded to take a cap was unnecessary and the company could select from factory stock, purely and simply for looks. The closure used is a disk liner that fits the top of the glass, sealed on with a viscose band.

Product identification is achieved by use of a red, gold-embossed circular label over the top of the glass. The six-glass set was selected in preference to a unit of three or four, because of the demand for this type set in the gift item class. A smaller and less expensive set of the jellies is also available in jigger-size glasses, sealed and identified in the same fashion, but fitted four to a set-up box instead of the wire rack.

The company offers the same glasses in bulk, packed two dozen per case, to retail at the same price as the corresponding size of the product in regular stock containers. Thus, the purchaser of an individual glass receives this same re-use container. This glass with no added price for the premium is helping to break down sales resistance and is also proving to be an attractive inducement for new users.

Credit: Glass by Hazel-Atlas Glass Co. Viscose band by E. I. du Pont de Nemours & Co., Inc. Labels by Richard M. Krause, Inc. Wire racks by Middletown Manufacturing Co. Set-up boxes by Callahan Paper Box Co.

Here's a cap with "SAFETY VALVE" action



The CROWN VENT CAP is an innovation in closures which has solved a troublesome problem for packers of products which generate gas. Because of the patented Crown Vent Liner, this cap vents at a comparatively low pressure.

The vent liner minimizes excessive internal pressure during the shelf-life of the product.

DECREASES PERSONAL OR PROPERTY DAMAGE HAZARD!
Venting of excessive gas pressure reduces possibility of any liquid being "blown" upon consumer when container is first opened.

CORROSION REDUCED TO MINIMUM! Special flat top tincaps with protective coating reduce the formation of harmful or injurious corrosion.

The Crown Vent Cap is another important Closure improvement CROWN brought you first!

Samples, prices and complete information will be sent you promptly, upon request.

CROWN CORK AND SEAL COMPANY

World's Largest Makers of Closures for Glass Containers

BALTIMORE, MARYLAND

7 Closure Improvements CROWN brought you FIRST

HOOK THREAD



VPO CAP



VENT CAP



SLIP RUBBER RING



PLASTIC LINER



OROLAC LINER



SHORT FRiction COVER CAP



Packaging and defense

Can Makers Consider Methods to Save Tin

Washington, D. C., April 17. Representatives of can-making companies have informed officials of the Office of Production Management that if the government found it necessary to request a 10 per cent reduction in the weight of the tin coating of cans, such a reduction could be made safely for about 95 per cent of all tin can uses. Their statement was made in response to an inquiry as to whether a reduction of 17 per cent in the weight of the tin coating might be made to conserve the tin for defense and essential civilian needs.

The conference was called at the request of Robert E. McConnell, Chief of OPM's Unit of Conservation in Washington, April 16. Representing the can-making companies were D. W. Figgis, Executive Vice President, American Can Co.; J. A. Stewart, Vice President, American Can Co.; A. R. Pfeltz, Vice President, American Can Co.; J. F. Hartlieb, President, Continental Can Co., Inc.; F. J. O'Brien, Vice President, Continental Can Co., Inc.; Gladden Searle, Vice President, Continental Can Co., Inc.; E. D. Murphy, Vice President, National Can Corp.; F. T. Nesbitt, Vice President, Owens-Illinois Can Co.; Albert Heekin, Heekin Can Co.; L. F. Gieg, President, Crown Can Co.; Walter Phelps, Phelps Can Co.; and H. Ferris White, Vice President, Can Manufacturers Institute.

Mr. McConnell opened the conference with the statement that although there was no present emergency regarding tin, it was desirable to explore now the possibility of savings that might be made in non-essential uses.

The representatives of the various can-making companies expressed the opinion that a 17 per cent reduction in the coating of cans should not be made. They said, however, that if the government found some reduction necessary in order to conserve tin, and requested that a reduction be made, the weight of the tin coating on about 95 per cent of all tin cans should be reduced safely by 10 per cent. The can makers opposed any reduction in the weight of the coating of cans used for baby foods, kraut and high acid fruits such as cherries. These products fill about 5 per cent of the cans used in this country, it was estimated.

The can makers reported that paint manufacturers were already switching from the use of tin-plated to terne-plated cans, with some exceptions. Terne-plate is made of tin and lead, requiring less tin than tin-plate. The can manufacturers said also that they were studying possible savings in many other lines. They expressed the hope that all savings made would be without discrimination against any single group of can users.

It was estimated that a saving of 5,000 to 7,500 tons of tin per year could be made by a 10 per cent reduction in the coating of tin cans on which such a reduction could be safely made and by savings now being accepted by industries using cans. Such a saving would compare with a total tin consumption of approximately 70,000 tons in the United States during the year 1939.

OPM officials have reserved judgment temporarily as to what reduction in tin can coatings, if any, they would recommend. Welcoming the can makers to the conference, Mr. McConnell said: "There is no emergency in tin. This meeting has been called primarily for the purpose of advising the canning companies on the situation regarding the present and future tin supplies and to initiate preparation of plans which could be put into effect for the conservation of tin in the canning industry, if an emergency should develop in the future. Current reports of tin are sufficient to meet current demands for defense and civilian requirements. Stocks now in the country are sufficient for about 14 months' operation."

"Ship masters regard tin a desirable cargo as ballast for bulkier shipments. As of today the situation as regards tin supplies is easy. Drastic action is not expected to prove necessary or de-

sirable under present conditions. However, it is well known that the government is accumulating a stock pile of tin and that any conservation measures that could be put into effect which did not increase the burden of industry or disrupt business would be helpful. It is also well known that the total world's ship tonnage is declining and that the situation in the Far East is not stable.

"The canning industry requires over 50 per cent of the tin consumed in this country. It would seem desirable now to explore the extent to which savings could be effected in non-essential uses and to prepare plans or orders which would become effective in the event of an emergency.

"Several approaches to the problems suggest themselves: (1) Reduction of gauge (the amount of tin used to coat cans); (2) Conservation; (3) Substitution of other alloys or surfacing materials; (4) Size of cans."

Mr. McConnell said a savings on the order of 10 or 15 per cent of the total requirements might be effected by reducing the gauge of the tin plate used. Conservation of tin could be effected through curtailment of deliveries of tin cans to those customers who could most readily provide substitute containers. It is roughly estimated that approximately 20 per cent of the total volume of the canning production is for the account of industries which could provide substitute containers at no great hardship or inconvenience.

The Technological Committee of the National Academy of Sciences is working on the problem of substituting other alloys and surfacing materials. In the meantime, suggestions from the industry were invited by OPM.

Tin Conservation

An estimate that about 12,000 long tons of tin could be recovered from tin cans in this country each year if world conditions made this effort essential was made recently in a report prepared for the Office of Production Management by a special committee of the National Academy of Science. The committee stressed the difficulty of recovering tin of this character and indicated that widespread operation of such work would not be practical as long as other sources of supply were available. Such a project would be practical, it stated, only "if it became advisable to conserve tin regardless of cost."

The United States uses about 70,000 long tons of tin a year, the committee reported, of which about 26,000 long tons go into the tinning of cans used as food containers. The estimate of 12,000 recoverable long tons was based on a finding that there is no practicable way for collecting, segregating or recovering more than half of the theoretically recoverable supply used in tin cans. The recoverable tin cans would be those used in the urban areas, the report stated. Some recovery is made now by five de-tinning plants, two of which are operated in New York City and one each in Pittsburgh, Chicago and San Francisco. The committee suggested that a survey be conducted of municipal methods of collecting trash with a view toward development of uniform methods that would facilitate recovery of tin.

Collapsible Tube Survey

Packaging Institute, Inc., and a special committee appointed by the Collapsible Tube Manufacturers Assn. recently held a joint meeting to consider the problem of restrictions of substitutes for collapsible tubes fabricated from aluminum and tin as a result of emergency regulation. As a preliminary activity of the committee, it was decided to ascertain from the fabricators and users of collapsible tubes certain specific information—types of products now being merchandised in collapsible tubes, size of tubes utilized and the metals from which they are fabricated.

PACKAGING ALL OVER THE MAP!



CUSTOMERS enjoy the benefits of Container Corporation's strategically located paperboard mills and package plants. For costs, deliveries and service reflect mileage.

Yet products of the various plants are under rigid laboratory control for uniformity and quality. This company is thoroughly integrated, with its own sources of materials, its own paperboard mills, carton and shipping case factories. For every customer, the entire organization collaborates in selecting "the one correct package for the job."

At your service is an organization geared to progressive, thorough packaging analysis and creation . . . the men and the machines for economical, speedy production . . . the talent and sales-mindedness for *packages that sell*. Get in touch with the nearest Container Corporation office and arrange a survey of your present and future packaging problems.

CONTAINER CORPORATION OF AMERICA

CHICAGO, ILLINOIS, AND 21 OTHER STRATEGICALLY LOCATED CITIES

CORRUGATED AND SOLID-FIBRE SHIPPING CASES • FOLDING CARTONS • BOXBOARDS

Protecting delicate china

Fine chinaware reaches the market
in cellulose-wadding-lined paper bags

Unity in a package is something which a consumer immediately recognizes, for she sees a unit which adequately protects its contents or one which may be used in the home. A package embodying utilitarian features was sought by Castleton China, Inc., for the merchandising of its fine china. It was found in a cellulose-wadding-lined paper bag. The soft inner lining protects the delicate surfaces of the product in the store, during shipment and in the home. The two side edges of the bag are sewn, so that the container is sturdy for long-time use.

The back and front faces of the bag have been utilized to good advantage. The back panel carries instructions on how to care for china. This information is likely to be appreciated by housewives and hence tends to establish good will toward the manufacturer

supplying the service. The front panel bears the trade mark of the company and in the home serves as an effective reminder of the original source of purchase.

These bags do not replace the excelsior or similar bulky materials required in packing china for shipment, but, rather, prevent the glaze from becoming either scratched or marred in the store or in the home.

Thus protection of product has been considered as the first objective of the Castleton packages and a close "runner up" is that of consumer convenience. There is also the consideration of appearance, substantially provided by the lined paper bag which lends an air of added value to a fine product. Moreover, the quality is retained so that consumers are thoroughly cognizant of the selectivity of their purchase.

Credit: Bags by Cottonluxe Manufacturing Co.

A cellulose-wadding-lined paper bag, with instructions printed on the back on how to care for china, adequately protects the delicate surfaces of the product from scratching or marring.



Three "Musts"
for Moving Goods ON and OFF
Retail Counters

1. *The right display.* Fitting the display to the product and to the retailers' requirements are both important factors. Fastening the product to some kind of card or background is a common solution—inspiring the retailer to show your product, providing space for selling message or instructions, and opportunity to group related items in one compact, sales-building unit.

2. *The right fastening method . . .* should interfere as little as possible with the looks of the product, or visibility of the printed message. At the same time, it should discourage pilfering and hold firm against rough handling. Staples are gaining popularity, probably because the "Bostitching" method (named after the largest manufacturer of stapling machines) fills the above requirements more completely than more cumbersome or less dependable fastenings—sewing, gluing, rubber bands, etc.

3. *The right fastening equipment.* Choice of equipment generally depends on size and difficulty of the job, cost of machine compared with hand methods, and size of capital investment required.

Many manufacturers have solved difficult carding problems by adapting Bostitch machines to their needs, and a staff of 18 Bostitch engineers has helped them do it.

Others have saved as much as \$2000 per year in fastening alone, by eliminating unnecessary operations. Some firms, proceeding on a rental basis, have avoided capital investment entirely, while still others have taken advantage of liberal Bostitch trade-in and budget plans.

Over 300 Bostitch representatives, specializing exclusively on fastening problems, are available for consultation in more than 100 U. S., Canadian and other cities. For further information, write Bostitch, 56 Division St., East Greenwich, R. I.



Specially adapted Bostitch stapler quickly cards percolator handle, clinching between wood and metal . . . saves time and money by speedy, secure fastening in difficult spot.

Advertisement



Here's a sales spark in a bath-powder box. Shaped like a summer hat in pink and blue, it's held together neatly, securely by invisible Bostitch staples. Here's "art that conceals art" . . . a prize-worthy package that won't weaken or grow old before its time . . . proving: women and packages *both* need good make-up.

BOSTITCHING

*For well-preserved packages,
 schedules, and pocket-books*

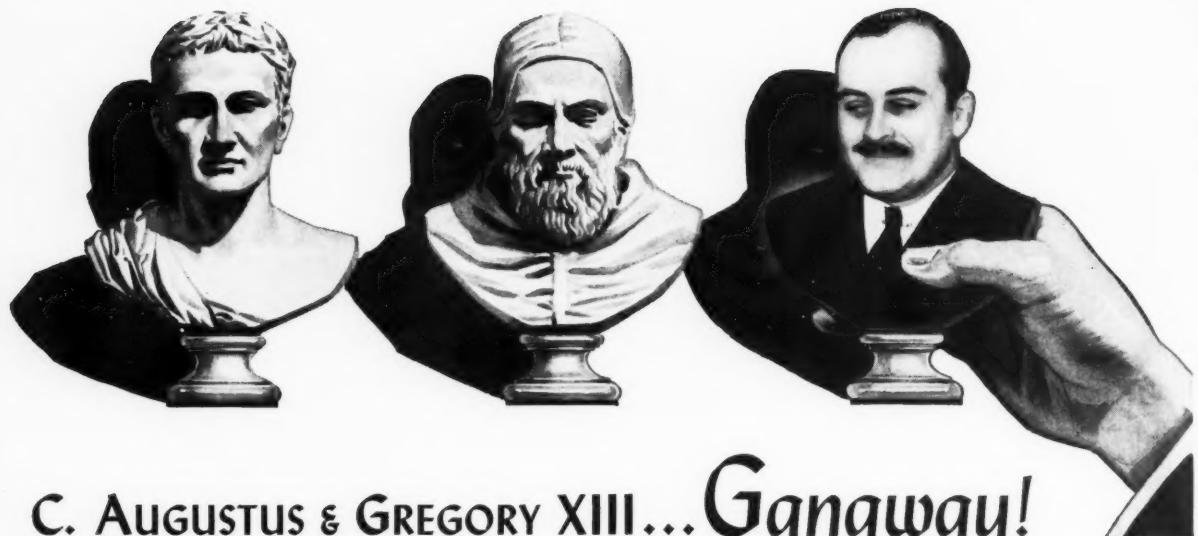
Using the right stapling, stitching, or tacking machine . . . right size and kind of staple . . . is often the way to get best packaging results. Call it "Bostitching" . . . for Bostitch makes world's largest variety of such machines and staples.

End cumbersome, costly hand methods, insecure fastenings that result in damaged packages. Cash in immediately by *renting* easy-to-operate Bostitch machines, or "pay as you profit" through liberal budget and trade-in plans. Write Bostitch, 56 Division St., East Greenwich, R. I.



**SEND FOR FREE FOLDERS
 "THE MODERN CARDING METHOD"
 "BOSTITCH BAG SEALING"—Write Today!**





C. AUGUSTUS & GREGORY XIII...Gangway!

IN A world where minds, money, maps and taxes are changed all the time, the calendar is constant. It's harder to change than a century note in a coffee shop. Even Hitler hasn't tried to . . . Caesar Augustus and Gregory XIII reformed the calendar and made it stick, but most attempts have just been old fashioned failures. But now Augustus and Gregory will have to shove over for a new guy who made good in their department . . . Mr. Howard Kurtz.

Mr. Kurtz is a former flyer, now superintendent of reservations and ticket offices for the American Airlines. His days are full of fitting 29 people in 21-place ships, and notifying Messrs. Smith and Apfel, reservations on the 6:05 flight to Detroit, that they must go as Airmail Specials or pick a later plane when the U. S. Post Office exercises a prior option, etc. Such a job takes a lot of heavy thinking, and Mr. Kurtz is always on the job.

ONE DAY last fall he decided to mix heavy thinking with a haircut. While the hot towel handler advised on Havre de Grace and the manicure was giving gratis a load of her love life, he could concentrate perfectly. The problem was to frame a round trip to Rio for a big Princeton alumnus

and just miss the Harvard game, which he always missed anyhow.

As South American schedules are made up of dates entirely, Mr. K. looked for a calendar. But the mirror showed only a shop full of left-handed barbers and a calendar with days running backwards. Unable to read reverse English, Mr. Kurtz couldn't go ahead with the S.A. schedule until he was out of the barber chair. He promptly decided to do something about such a cock-eyed condition.



FIRST PAGE of the Kurtz contra- or "Corrigan calendar" for barber shops

EACH year the American Airlines produces a calendar. The current edition features a fine set of color photographs by Ivan Dmitri; and below each Dmitri is the conventional table of dates. With the simplicity of true genius, Howard Kurtz reversed the table under the photograph, so the dates faced the other way. And voila! the perfect barber shop calendar! The customers no longer suffer in silence. The avoided eyestrain and increased intellectual efficiency of the U. S. barber clientele defies calculation.

A special calendar for barber shops did not escape the alert editors of this country. The Kurtz calendar made news and feature pages from Bangor to San Diego. And thirty-seven copy desks spontaneously entitled it the "Corrigan calendar". It was one of the best space grabs of the year.

WE HAVE mentioned before, with annoying emphasis perhaps, that E-F Co. are lithographers with ideas. We should now like to add the footnote that folks with ideas also favor us with their business. But whether you have 'em, or want 'em, we play ball with a grade of lithography that never lets a good idea down . . . or makes it cost more, either! Call for our samples, or our salesmen, or both!

EINSON-FREEMAN CO., INC. Especially Sagacious Lithographers

STARR & BORDEN AVENUES, LONG ISLAND CITY, NEW YORK



Commercial murals or "Comuras" add color and seasonal atmosphere to the store interior or window. This particular mural is printed in ten bright oil colors through a half-tone silk screen process.

Forceful Christmas display

by W. L. STENSGAARD*

You can get attention in display by being extravagant in the midst of simplicity. Or simple in the midst of extravagance. In the three-ring circus of an American retailer's Christmas there is no place for the former. If you want your message seen, it must be simple and forceful. A product, package or display stands out from the busy mass of Christmas confusion only if it meets these requirements.

Christmas is a season of real competition for display. First, because December is the biggest month of the year in retailing. More than 20 per cent of retail sales

are made during this month. Second, because people buy more from suggestion and seeing at that time of the year than any other.

This suggestion buying creates another phenomenon. It puts display space at a terrific premium—even more terrific, if such can be, than at any other time. Therefore, in addition to simplicity, Christmas display of all kinds must be as conservative of space as possible.

"Comuras," or commercial murals, are an example of how display space may be conserved effectively in internal store and window decoration at the holiday season, yet provide a colorful, atmospheric background

* President, W. L. Stensgaard & Associates, Inc.

Merrie Christmas



2

that helps to whip up the promotional excitement everybody wants when November comes along.

These murals are sheets of paper in sizes as follows: 15 in. by 90 in., 30 in. by 90 in. and 30 in. by 60 in. Some are designed to be cut apart and used in units to fit any space and, therefore, have great flexibility. The ones illustrated are produced by a silk screen process method with six to ten oil colors.

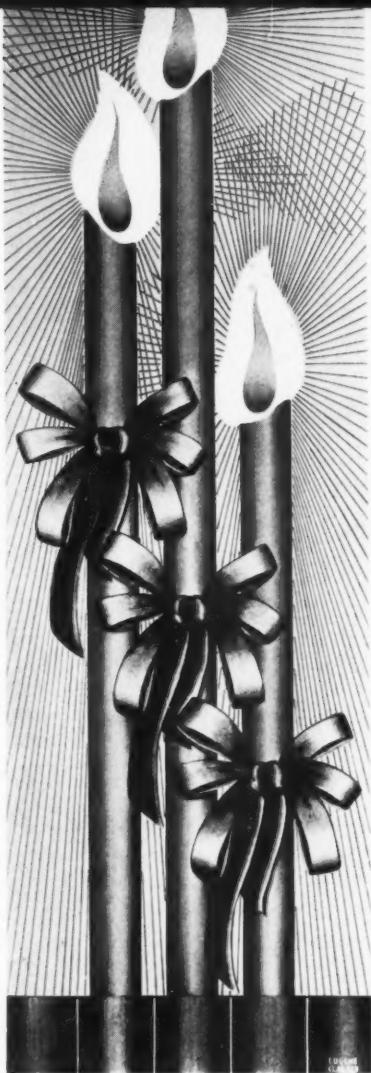
Their advantage is their adaptability for decorating posts and wall spaces, where they add color and a Christmas theme over large areas at small cost. At the same time they take up no space where merchandise would be displayed. Care should be taken in their selection and arrangement so that they form a background and not a distracting element from the display of merchandise. They are equally effective for window backgrounds. They are applied with tape or paste—like wallpaper—and in certain places with tacks and staples. The mural designs may also be tied in with a store's Christmas theme and thus assist in a general store-wide promotional scheme.

Also illustrated are three examples of Christmas displays to show the use of simple, forceful treatment

and gift-suggestion appeal. One shows the effective use of package design for its background; another combines an atmospheric animation which ties in with the English character of the product. The third shows how a utilitarian household appliance can be emphasized as a gift item.

The Hickok display uses the package design for a large screen process display panel. This is set on a red background with edge stripes of black and gold. The same design is used in many ways on the plastic package or embossed on paper stocks and also in metal. Hickok has long been a leader in well-identified package design for belts, buckles, braces and jewelry for men. The display of this same trade design in giant size is thus a forceful holiday suggestion in a simple dignified way to purchase the merchandise of this manufacturer. The candle display units at either side are of clear plastic with ribbon and flame effect of red fluorescent plastic. This type of display is well received by the higher type stores and furnishes an excellent window sales medium.

Interwoven ties up the English type design of its packages and advertising with an English theme in a



3



1

1. An Old English scene which may be utilized in retail store interiors or in windows. It measures 40 in. by 50 in. and is processed in twelve oil colors.
2. This mural, with its all-over pattern of toys, is printed in seven colors. It is designed so that it can be cut into sections in strips of 15 in. wide or 30 in. wide.
- 3-4. Two panels, each measuring 30 in. by 90 in., executed in six colors.
5. This is a suggestion for a Christmas display setting. The back panel can be woodgrain beaverboard or it can be an actual finished and beveled fine grain lumber panel. The parchment sheet can be made of paper or simulated leather or a structural bend of curved masonite cut to shape. The candles can be wired for lighting or they can be made of plastic tubes. The trimmings of ribbon and circle are cut out of red fluorescent plastic. The holly leaves are green fluorescent plastic. The copy can be suitable for whatever merchandise is shown in connection with the display unit.



5

Christmas window display. The unit is mechanical. A miniature one-horse shay with its perennially-caricatured rotund, red-nosed driver and load of Christmas packages is too much for the miniature horse, which is practically pulled off its feet by the load it must pull. The horse and buggy move about on the platform which is rotated by an eccentric gear. The background is a screen process of an English Inn. Interwoven also displays its attractive sock gift box as an additional merchandising aid to stores handling these particular products.

Carpet sweepers are probably the last thing the average Christmas shopper would think of buying as a gift. The Bissell Carpet Sweeper Co., however, decided to promote carpet sweepers as Christmas gifts. They designed a simple "spot" display for strategic locations in houseware departments. The effect was a modern Santa Claus processed in oil colors and die cut so that he appeared to hold an actual sweeper on a slant easy to see. A combination of Christmas and patriotic colors gave double emphasis to the treatment. The same design was used in the company's leaflets and advertising material.

Merrie Christmas



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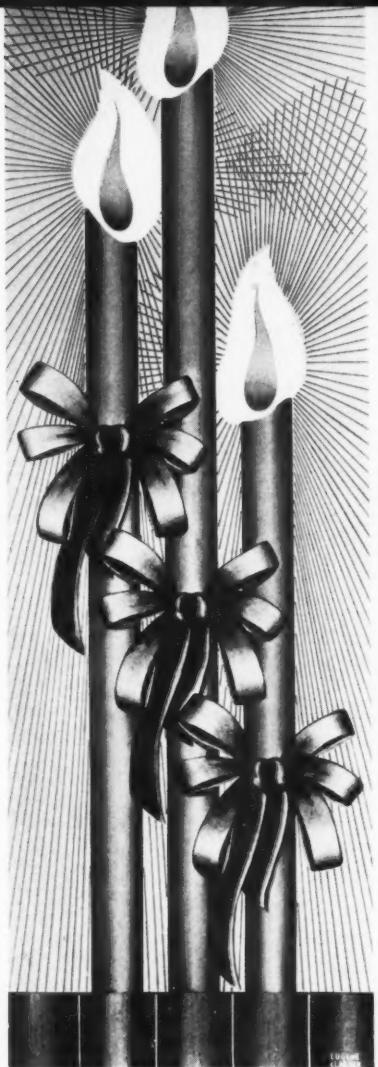
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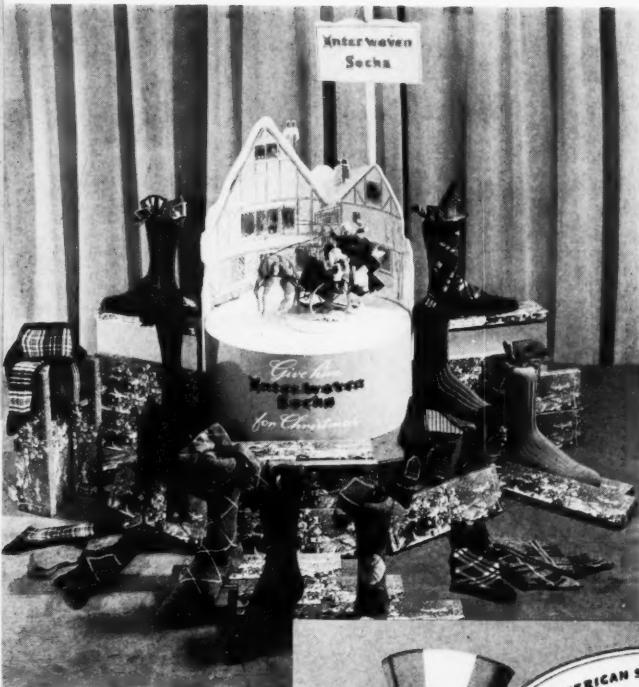
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Christmas window display. The unit is mechanical. A miniature one-horse shay with its perennially-caricatured rotund, red-nosed driver and load of Christmas packages is too much for the miniature horse, which is practically pulled off its feet by the load it must pull. The horse and buggy move about on the platform which is rotated by an eccentric gear. The background is a screen process of an English Inn. Interwoven also displays its attractive sock gift box as an additional merchandising aid to stores handling these particular products.

Carpet sweepers are probably the last thing the average Christmas shopper would think of buying as a gift. The Bissell Carpet Sweeper Co., however, decided to promote carpet sweepers as Christmas gifts. They designed a simple "spot" display for strategic locations in houseware departments. The effect was a modern Santa Claus processed in oil colors and die cut so that he appeared to hold an actual sweeper on a slant easy to see. A combination of Christmas and patriotic colors gave double emphasis to the treatment. The same design was used in the company's leaflets and advertising material.



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Millions of dollars are captured every Christmas by good, clear-cut, easy-to-see and understand designs and colors for package and display. In planning Christmas displays for 1941, a few good points to remember are:

1. To keep treatment simple in order to be seen amidst holiday crowding and at the same time to be "in tune" with retail decorating themes and policy. Tricky color schemes or too elaborate effects may be relegated to inferior position because they do not fit in with store plans.
2. To emphasize your merchandise for suggestion appeal so strongly that you make an indelible impression.
3. To make your display a space-saving attraction to the store manager or dealer.
4. To tie up closely with the product identification of your packages, an ever-increasing factor in today's point-of-sale merchandising technique.

And last, to bear in mind that effective repetition of one "par excellence" design throughout the season is worth more than half a dozen "good enough" displays merely for the sake of variety.

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6. The Hickok display uses the package design on a large screen process display panel. It is set on a red background with edge stripes of black and gold. The same design is used on the plastic or metal packages or embossed on paper stocks.

7. Interwoven uses the English type of design in its displays, packages and advertisements. This Christmas display is mechanical. The one-horse shay is tipping the horse up from the ground. The background is a screen process scene of an English Inn. 8. Bissell used this display in 1940. It was processed in oil colors and diecut, holding the sweeper on a slant to provide easy visibility.

THE CHRISTMAS DISPLAY

by F. D. GONDA*



Santas lend added realism to display presentations and may take many forms. These particular ones are ingeniously constructed so they can literally "stand on their own feet."

Just as regularly as the festive season appears, the annual headache of the sales promotion executive promptly puts in its appearance. What kind of a display are we going to have this Christmas? What will be its basic idea? How are we going to "dress it up" so that it will be different from last Christmas? Just how "different" dare we make it? And just how much more can we afford to spend for that purpose?

Of course, it's an entirely different problem for the big department store with its specialized display department and wealthy accessories or the manufacturer who has a limited number of such "de luxe" outlets. They can afford to let themselves go—both in individuality and cost. But when a manufacturer deals with a very large number of outlets and has to limit himself both in budget and ideas to the most effective coverage of the largest possible number at the least possible cost, he has a real problem.

One of the main difficulties of dealing with people in the mass is that one must likewise deal in mass psychology. In other words, while the high-style, exclusive outlet can afford to indulge in all the latest art "isms" and "ists," the manufacturer who deviates too far from the norm or too audaciously defies time-hallowed Christmas custom merely to be different is courting commercial suicide.

If there is any one dictum on Christmas displays, it is this: Christmas is a holiday of tradition and you cannot depart too far from tradition except at the cost of the very trade you seek. What, then, are we to do? Are we to be so completely "cribb'd, cabined and confined" within the bounds of Christmas custom that we are doomed to an eternal and monotonous reiteration of the same symbols every year?

Not at all. Even though there are, in the main, just three popularly recognizable methods of creating Christmas atmosphere—by using Santa, symbols or stage settings—it is still possible to ring new changes on even so hoary a tradition as old St. Nick himself. For example, you can devise "stunt" Santas—Santas with what are called "practical" bags in stage parlance—bags into which actual merchandise may be inserted to enhance the illusion of a third dimension and lend added realism and usefulness to the displays.

Or you may have Santas with movable arms and legs, so that they may appear to hold merchandise or point toward it. Or you may have them ingeniously constructed so that they can literally "stand on their own feet." You can have Santa appear as an artist—a novel role for old Saint. You can even have a complete "turnabout" and change sexes on Santa, as in the Ruppert's Beer transfer of Santa's role to a rosy-cheeked young charmer.

* Vice President, Einson-Freeman Co., Inc.



As for the time-honored symbols of Christmas, there can be a new note even in the tree itself. Witness the handsome blue-and-silver modern edition which proved so popular for Edgeworth Tobacco that it will be repeated for an encore this year.

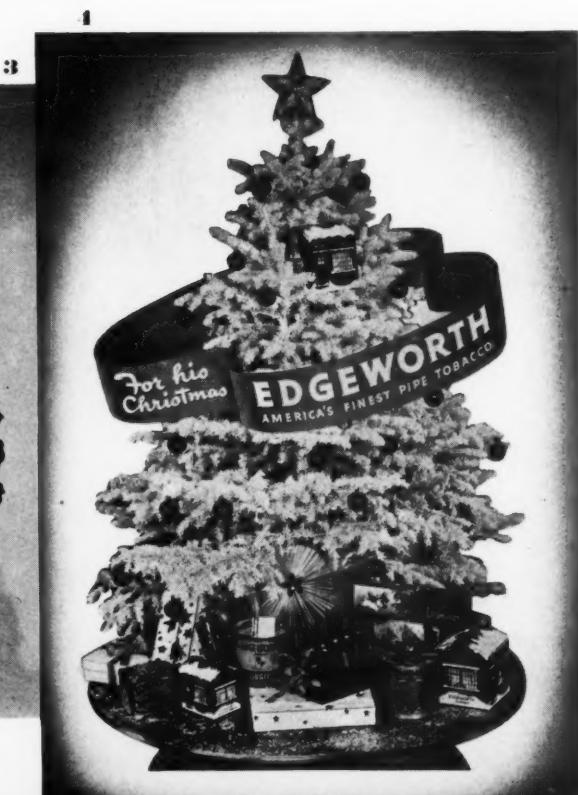
The treatment of Christmas bells by a first-rate artist lends them new dignity in the Schaefer display, while the novel construction of the Christmas wreath, projecting it in three successive planes, makes "news" of this old symbol in the Wilson Whiskey display.

A huge, artificial poinsettia attached to a solid three-dimensional frame, the fourth type of Christmas symbol, creates an effect of simple dignity harmonizing with the product in the Houbigant display.

Finally, the theatre makes perhaps the most effective contribution in the evocation of the Christmas spirit through the medium of the "stage setting." The Belasco influence predominates in the three-dimensional realism of the National Distillers display, which also forms a functional platform for the actual merchandise. The romantic atmosphere of a costume drama pervades the colorful 18th century scene of the Seagram Whiskey display, which is dramatically lighted to add to its effectiveness as a theatrical piece.

Whether we take our cue from Belasco or Bel Geddes,

1. Actual merchandise is held by the Santas in this presentation.
2. Santa in the role of artist. Here he is seen holding "A perfect picture of Christmas."
3. Instead of the traditional bearded Santa, we have here a beautiful feminine model providing holiday atmosphere for Ruppert.
4. A blue-and-silver tree, adopted by Edgeworth last season, has proved so popular it is being repeated this year.



it is obvious that we can still do a lot to "dress up" and dramatize the same old symbols that mean "Christmas" to young and old. We need not despair of finding original expression for these hoary tokens that we cherish all the more in a changing world. And if the "regular army" of consistent carpers continues to level the hackneyed accusation of "commercializing the Christmas spirit" at these gay emblems of the age-old holiday, let them remember the ultimate purpose and the practical results of these displays.

For how many more families can warm themselves at the Christmas hearth and enjoy the glow of receiving and giving, how many more children can be made happy and how many homes can have comfort instead of bleakness, plenty in place of poverty for Christmas, through the annual stimulation of business which can be traced to the joyous atmosphere created by store display?

Business activities of this character stand on their own merits. Certainly this gay glorification of Christmas has abundantly justified itself. And while shop windows blaze with light and color, while the makers of merchandise vie with one another to have new and different settings for their wares, we can have the assurance that this competitive activity is a healthy by-product of our American individualism.

5. The simple wreath may be called upon to achieve striking display effects. This unit has a three-dimensional appearance, the entire display being projected in three successive planes. 6. The 18th century scene depicted on this window panel is dramatic and effective. Lighting enhances its appearance. 7. Three-dimensional realism predominates in this National Distillers display. 8. Simplicity is the keynote for the Houbigant unit. An artificial poinsettia is attached to the panel.



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DISPLAY GALLERY



1 This striking figure of Uncle Sam, standing $6\frac{1}{2}$ ft. high, is currently being distributed to super markets to promote the Super Suds prize contest. By having Uncle Sam announce the \$100,000 worth of U. S. Savings Bonds offered in the contest, the tie-up is made naturally and a popular and timely patriotic note is achieved. The unit folds in half for shipment. Produced by Ketterlinus Lithograph Mfg. Co.

2 The RCA-Victor Record Player-Pak ensemble is merchandized in a unique manner. Two package types were utilized in order to produce a unit which would contain the complete assortment—record player, two albums, two packs of needles—during shipment. A luggage-style container and a combination shipping-display box were combined, the best features of the two package types producing a unit which adequately holds all the accessories during shipment. It is quickly and easily opened into a counter display. Designed and manufactured by The Hinde & Dauch Paper Co.

3 Little "Mr. Pal" points out the main features of the new Pal Hollow Ground shaving blade. He shows, in a seven-unit display, that Pal blades are hollow ground and strapped like your barber's razor. Display set reproduced by Einson-Freeman Co., Inc.

4 Here's a window display that will help retail druggists do a double-duty selling job. Here, together for the first time, on a window display, are two widely advertised items in the retail drug field—Alka-Seltzer and One-A-Day Vitamin tablets, products of Miles Laboratories. Created and lithographed by The Forbes Lithograph Co.

5 Johnson & Johnson sponsor this display which will be distributed during National First Aid Week, May 18 through May 24. The unit combines irresistible human interest in a lovable, life-like child and a real bandage. An actual package of the bandage is attached to the back panel of the display, the bandage itself being wound upon the child's wrist. Created and lithographed by the Niagara Lithograph Co.

6 Transparent acetate sheeting is used for the cover of this Certiflex sun glasses display dispenser, permitting the best possible view without removing any of the merchandise. The display has a cardboard base, printed to simulate wood and is trimmed in gold foil. Small metal fasteners securely hold the six pairs of glasses to the display panel. For compactness





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in storage and shipping, the display card is furnished as a unit, independent of the display case. It is easily assembled by merely sliding the card between the acetate sheet and the frame at the back. The cover is hinged and lifts from the back, giving access to the glasses. Display manufactured by Clogston-Haskell Co. Acetate sheeting by Eastman Kodak Co.

7 Dramatizing the ease with which Sani-Flush is used, this patented display basket gets the product right out on dealers' counters with the invitation for Mrs. Shopper to "help herself." Created and lithographed by The Forbes Lithograph Co., in collaboration with Hygienic Products Co.

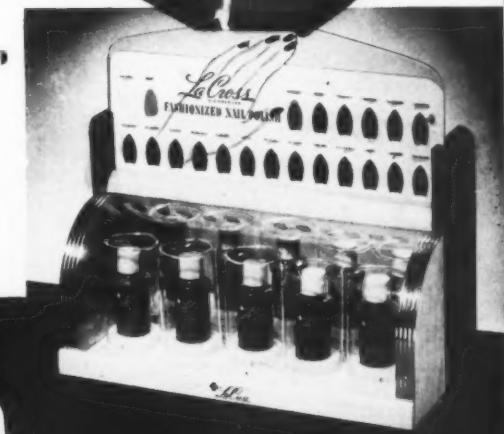
8 This floor stand for island merchandise display inside of retail stores puts Westinghouse fans out where they are easy to see and buy. Each side of the hexagonal base carries messages, as does the pedestal upon which the fan itself rests. Created and produced by Kindred, MacLean & Co., Inc.

9 A new counter display for La Cross nail polish utilizes wood, acetate, glass, chromium and lithographed cardboard in its construction. The lower half of the glass partition is mirrored to increase the display effectiveness of the five bottles of nail polish shown. The lithographed color card is removable for color changes. A 2-in. space behind the glass partition forms a convenient compartment for demonstrators' bottles. Produced by Adler Bros.

10 A timely window display for Sheaffer pens and pencils that tells its story in a dramatic and appealing manner. The center piece of the unit has a framed picture of a mother writing to her son. This panel can be removed from the base and hung in a retail store after its showing in the window. Designed and lithographed by The Forbes Lithograph Co.



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Another product makes its debut wrapped by our machines



Practically all the leading toilet soaps in the country are wrapped by our Model S Machines . . . So it's no surprise that these same machines were selected to produce the smart, modern wrapping for Swan Soap, Lever Brothers' new development.

In packaging a product such as soap, which has to satisfy the critical eye of the feminine buyer, great care must be taken to convey a quality impression. This is achieved by utmost neatness of surfaces and folds, by firm, secure seals, and by the perfect uniformity of each and every wrapped cake.

The Model S produces just such distinctive wrapping—at the lowest possible cost . . . the main reason for its universal popularity.

Turns out 150 to 200 faultlessly wrapped cakes per minute. Requires only one operator. Extremely versatile—adaptable to many different styles of wrapping. Uses transparent cellulose, glassine, plain paper and other materials. May be equipped to insert cardboard or circular between inner and outer wrappers, if desired. Readily adjustable for various sizes.

The Model S is but one of our 70 models of wrapping machines. Our wide experience in all phases of packaging is at your service. Consult our nearest office.

PACKAGE MACHINERY COMPANY, Springfield, Massachusetts
NEW YORK CHICAGO CLEVELAND LOS ANGELES TORONTO
Mexico, D. F.: Agencia Comercial Anahuac, Apartado 2303
Buenos Aires, Argentina: David H. Orton, Maipu 231
Peterborough, England: Baker Perkins, Ltd. Melbourne, Australia: Baker Perkins, Pty., Ltd.

DEFENSE WORK

We, as well as other machine makers, are filling heavy demands for defense work. You will help your Nation, yourself and us by anticipating your own requirements for machines or service as far in advance as possible.

PACKAGE MACHINERY COMPANY
Over a Quarter Billion Packages per day are wrapped on our Machines

PACKAGING TECHNIQUE and PRODUCTION



950 packages in one plant

If you had to pack 300 totally different items in about a thousand sizes and package types in one plant, how would you go about planning production, equipment, labor? McKesson & Robbins, Inc., have discovered the formula, based on three principles: gravity flow, flexibility and mobility.

Up near where the salt breezes blow off Long Island Sound, you will find one of the most complicated, concentrated and coordinated packaging plants to be seen in a day's journey. The McKesson & Robbins' Bridgeport, Conn., factory manufactures and packages approximately 300 items ranging from toiletries to pharmaceutical products. And the sum total of package sizes produced in this plant amounts to about 950 and embraces just about every type of package and packaging material in existence today. To set up a plant of this scope and capacity would be an engineering nightmare. Probably even more difficult has been the planning for expansion which must necessarily be included in the architectural designs. Actually, the plant is made up of three separate buildings so beauti-

fully coordinated that to the casual observer they appear as one single unit.

The theory of operations is based on three principles—*gravity flow, flexibility and mobility*. There are three main floors and a basement in the plant, with intervening mezzanines built wherever operations require. Liquids and even pastes are taken from floor to floor by gravity via pipes, hoses or tubes (a minimum of 8 in. in diameter is necessary to achieve smooth material flow of toothpastes, brushless shaving creams and the like).

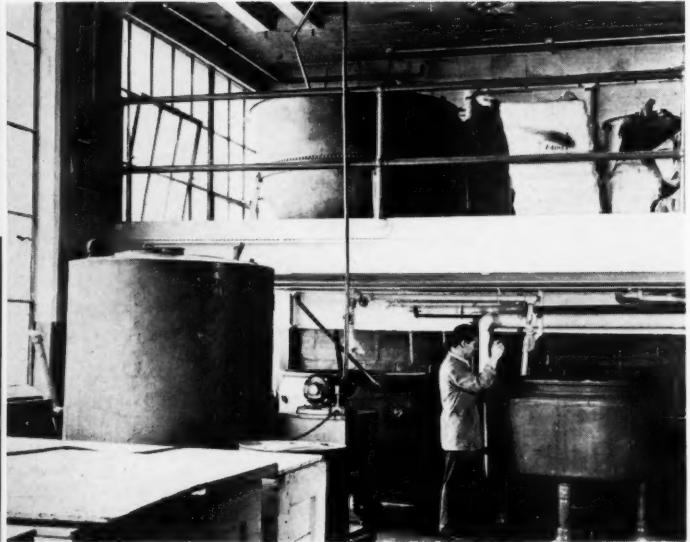
All freight comes in on the ground or first floor. It is delivered by both rail and highway. A spur line of the railroad runs directly along the east end of the



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building, where a loading platform large enough to accommodate eight railroad cars at one time is stationed. At the northern end of the platform space is made for the loading of trucks. Five large trailers can back up to this platform at one time. Receiving is at the north end of the building where seven trucks can be unloaded at one time. Both stations are but a few hundred feet from main traveled routes. The railroad siding is about a tenth of a mile from the through track and the truck platform is even closer to a modern, four-lane highway. Four 10,000-gal. tanks are buried in the ground across from the railroad track, so that tank cars can be emptied immediately of liquid contents.

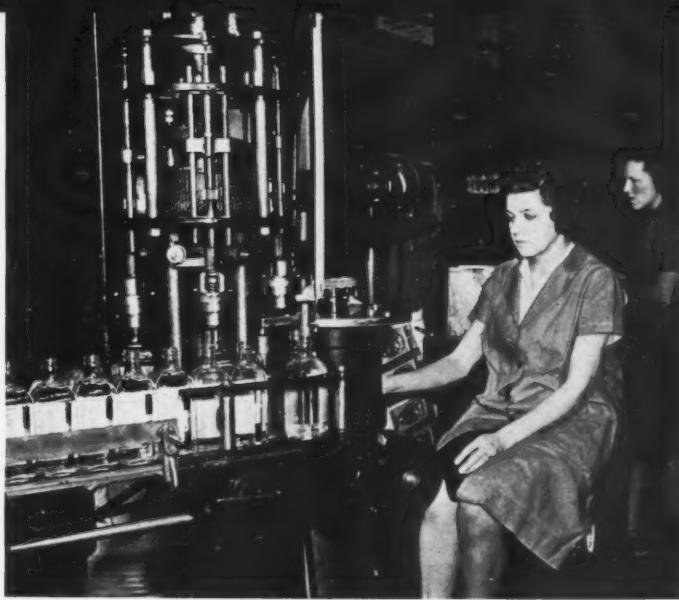
As the freight—which includes raw materials, some finished products, such as epsom salts and mineral oils, which are manufactured outside under supervision of McKesson & Robbins, and packages—is unloaded from its carriers it is brought to this platform. Electric trucks take the cartons and boxes swiftly into the plant and deposit them either on the ground floor, the basement or one of the two 12 ft. by 12 ft. elevators which carry them to one of the production lines or storage rooms on the floors above.

It is a huge plant, with an overall floor area of about 300,000 sq. ft. It is also an exceedingly complex packaging plant. The multiplicity of items and sizes and package types makes for as many separate packaging problems as you might expect to find in a score of plants. And they are solved with a simplicity that borders on brilliance.

Which brings us to another basic operating principle: *mobility*. With so many different items and sizes to be packaged—and so many of them requiring speedy production—the plant would have to be almost twice as large as it is to accommodate separate machinery for each. This problem is solved by mobile equipment units which can be quickly wheeled by hand from line to line, wherever needed. The fillers, weighers, cappers and some labelers are fixed. But most of the labelers, cartoners and case sealers are on wheels. The fixed machines are so placed that when linked up with



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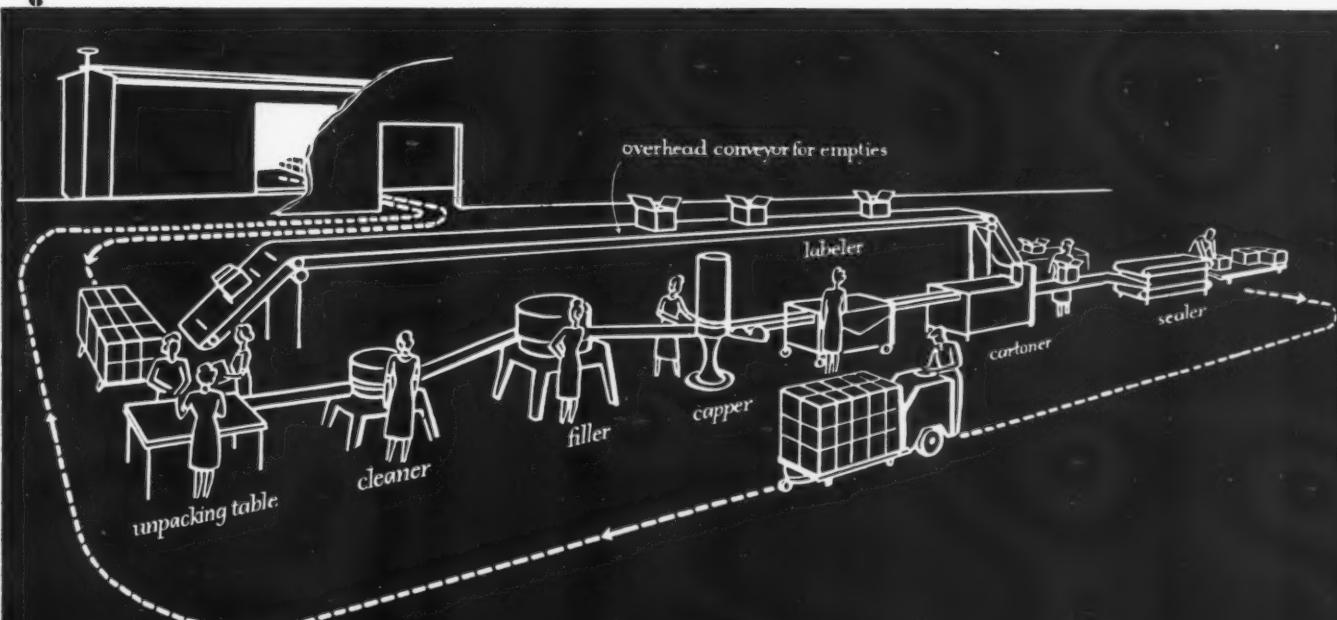


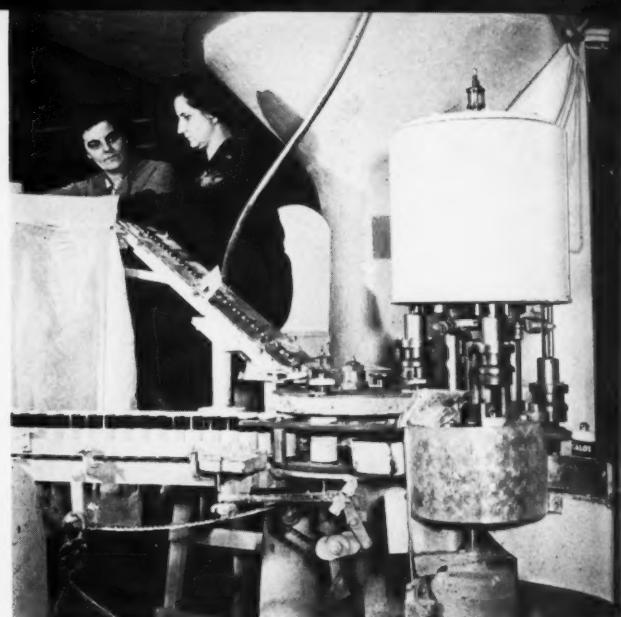
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1. Cartoned bottles being removed from freight car. **2.** Bottles taken from cartons and placed on conveyors while empty cartons are put on overhead conveyors. **3.** Air cleaning machines in background, fillers in foreground. **4.** Automatic capping mechanism. **5.** Filled and cartoned bottles being replaced in original cartons for immediate shipping. **6.** Sketch shows complete details of operation. **7.** Principle of gravity flow is well illustrated in the manufacture of Albolene Cleansing Cream. Essential fats and oils melted on mezzanine flow by gravity into mixing tanks on main floor and then into filling machine on floor below. **8.** The Albolene filling line. The cans are being numbered by the operator in the foreground, filled and placed on a conveyor in the rear.

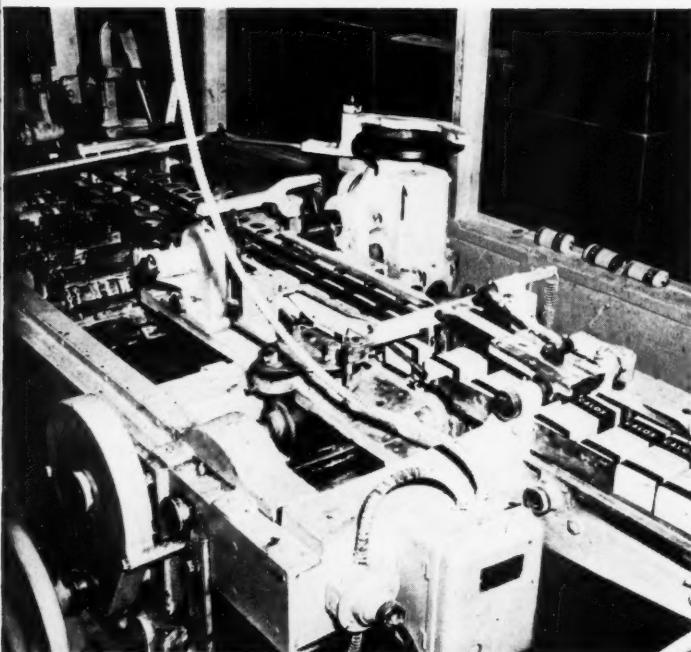


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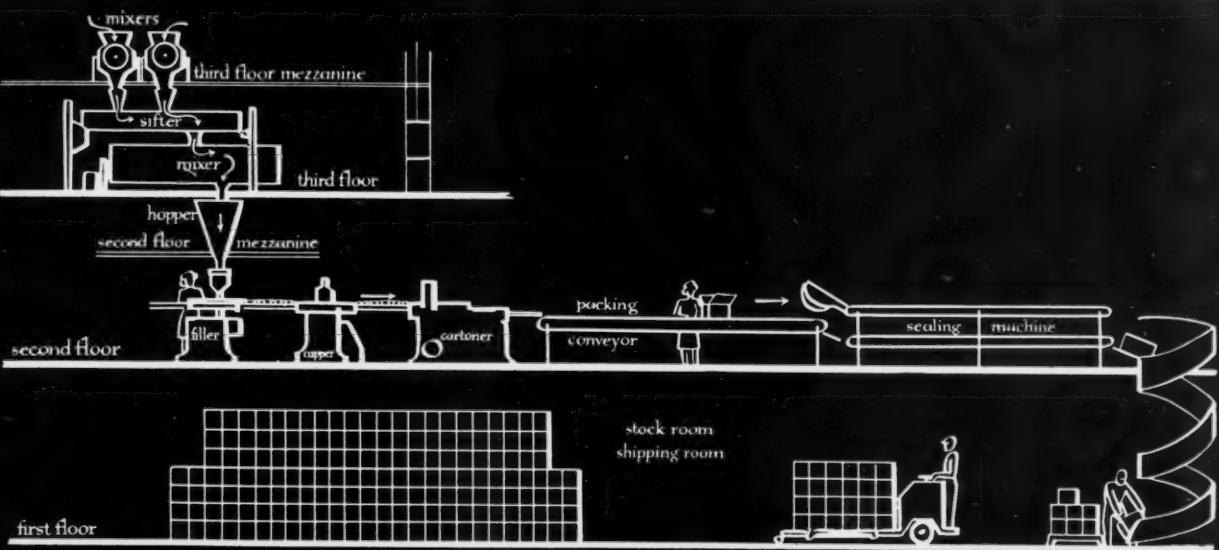
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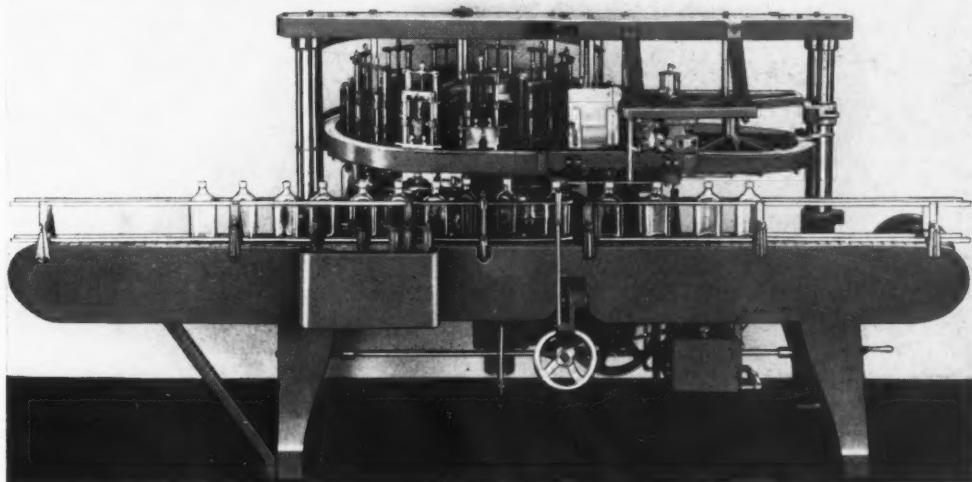
the proper mobile units, they form complete packaging lines leading toward gravity chutes.

The third principle is *flexibility*. There is no typical production line in the McKesson plant. There are completely automatic packaging lines and there are completely manual lines—and there are lines covering almost every phase of semi-automatic packaging in between. The only typical thing about all the lines is that each is designed to do its particular packaging job as efficiently, economically and speedily as necessary. From the semi-automatic forming and filling of tablets in small bottles, to the completely automatic filling of Rubbing Alcohol Compound into pint bottles, production speeds range from eight small packages per minute to 27,000 large ones in an eight-hour day.

9. Calox cans are filled automatically. **10.** Automatic Capping Machine—Calox line. Closures are placed in gravity chute at left. **11.** Automatic cartoning machine. **12.** Sketch outlines complete production operation from manufacture to shipping, illustrating the gravity flow principle.

12





This is the Machine That Makes Your Bottling Line Fully Automatic

At the Packaging Convention just closed, the New Automatic Strip Stamping Machine demonstrated its fulfillment of a definite need in the liquor industry. The absolutely uniform placement of revenue stamps on bottles—at a speed of 40 to 120 per minute—with perfect adherence to bottle contours—the safety devices to prevent breakage and stamp mutilation, together with its "made-to-order" spot in the production line . . . all point to another "Wright" contribution to the packaging needs of industry. If you missed the Convention, write for full details on this machine.

----- LET "WRIGHT" SOLVE YOUR PACKAGING PROBLEMS -----

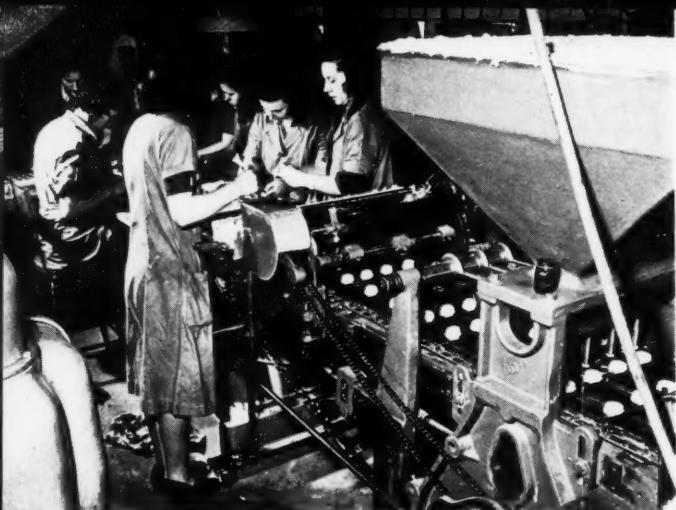
The experience of nearly half-a-century's work in the packaging field, plus its exceptional engineering personnel, has given this organization the keen insight into intricate problems that usually brings about the most economical solution. Phone, wire or write for details about "Wright's" unusual services. Get in line with "Wright" and be right!

ESTABLISHED
• 1893 •



PACKAGING
ENGINEERS

WRIGHT'S AUTOMATIC TOBACCO PACKING MACHINE CO.
DURHAM CABLE ADDRESS YONWRIGHT **NORTH CAROLINA, U. S. A.**



13



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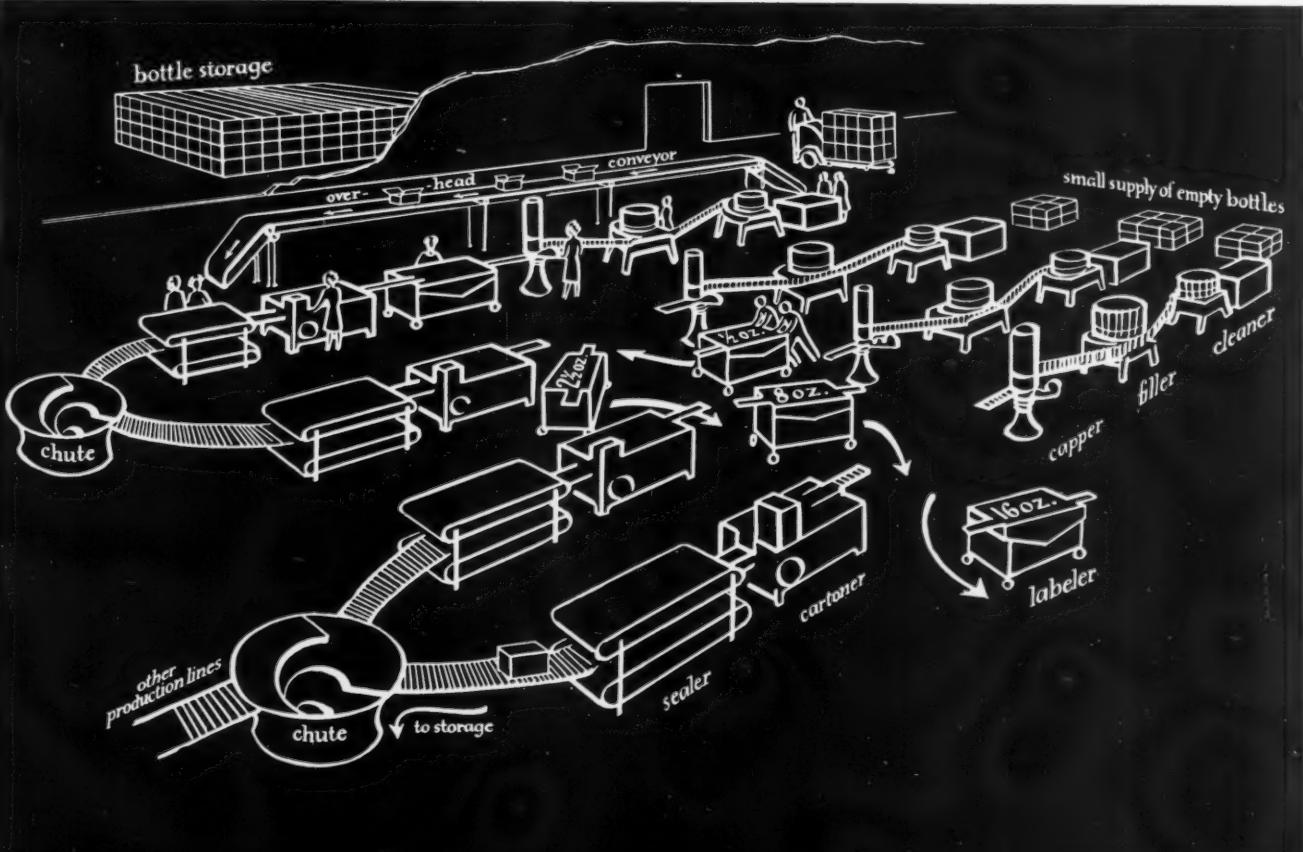
Manufacturing is largely confined to the third floor and some is done on the floor above. Packaging operations are accomplished at various points throughout the building—lines being set up wherever convenient to tie in with manufacturing units. A typical operation handled on the top floor is the forming and packing of tablets such as aspirin, soda mint, etc. McKesson & Robbins have hooked a tablet forming machine to a counting device, forming a semi-automatic machine which fills bottles with tablets as they are formed. One hundred tablets are placed in each bottle. The bottles are then stuffed with cotton and capped by hand. Production is about eight or nine per minute. Labeling is fully automatic on a portable machine; cartoning is done by machine.

The blending and granulation of tablets are performed in two different rooms to avoid contamination, the dark colored tablets being made in one of these rooms. On the same floor, pills are rolled and formed and dipped; tablet laxatives are cooked, cut up and packed by hand into small flat tins. The coating of tablets and pills is done in huge revolving drums.

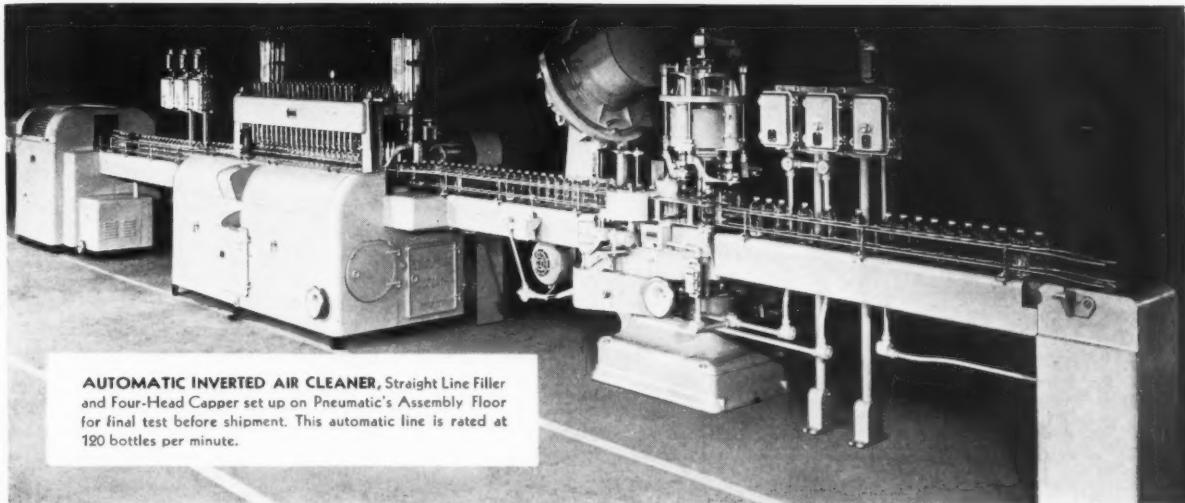
On the floor below, the beginning of larger scale production activities may be seen. Here the mixing of brushless shave cream (Shavami), the melting and mix-

13. Filling line for deodorant jars. Excess material is scraped off with knives by operators. **14.** Capped jars are placed in cartons, nested, packed 24 to a carton. **15.** Flexibility and mobility of packaging lines are achieved through labelers, cartoners, etc., being placed on wheels. The intelligent routing of equipment from one task to another makes for great economy in space and speed of operation.

15



Stream lined casings and a **WHOLE LOT MORE!**



PNEUMATIC'S MODERN BOTTLING EQUIPMENT

Streamlined?—Yes, but that's not all. Beneath the surface of a Pneumatic Cleaner, Filler, Capper or Labeler you'll find these hidden features that have established Pneumatic's reputation for machinery which gives longer, trouble-free service:

1. Pneumatic machines are the product of fifty years of manufacturing experience and with this background all guess work in design is eliminated. All parts are of proved design.

2. You will note that each structural casting is designed for strength and rigidity to minimize vibration. On the other hand, high-speed moving levers are made as light as possible, without sacrificing strength, either by proper

ribbing or the use of light metals.

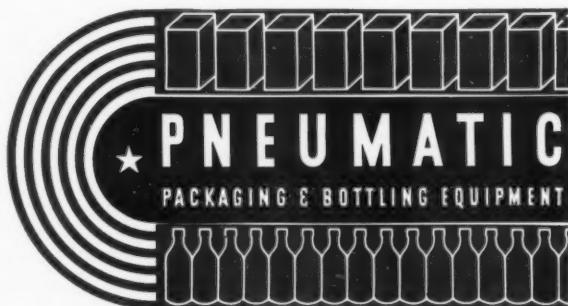
3. Although hidden from ordinary inspection, every machine part which is subject to excessive pressure or wear is hardened and precision ground, adding years to the life of the equipment.

4. Notice how Pneumatic machines are designed for easy accessibility to all parts, making them convenient to service in all respects.

5. Examine the lubricating system and you'll notice that it is carefully planned with provisions made for complete and effective lubrication.

6. For your further protection, you'll find that auxiliary equipment such as motors, variable speed drives, pumps, etc., used on Pneumatic machinery are all supplied by reputable manufacturers.

In the final analysis you are assured of dependable operation, longer equipment life and more for the dollar when you specify,—Pneumatic Bottling Machinery.



PNEUMATIC SCALE CORP.

71 Newport Avenue, North Quincy, Mass.

Branch Offices:

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES



16

ing of essential oils and waxes to form Albolene Cleansing Cream and the cooking of kettles of various medicines and drugs take place. These are large machinery operations. White wooden tanks are lined with Monel metal for use in aging shaving cream and toothpaste. The kettles for cooking materials are all lined with glass to facilitate quick cleaning and transfer from one product to another. A typical batch of liquid product is 1,800 gal. This arbitrary figure is chosen because the volume of liquid will fill exactly 100 gross of pint bottles. All of the kettles, melting machines and mixing machines have pipe or hose lines or chute arrangements to allow for the passage of the material to the floor below where most of the packaging operations take place.

It is on the third floor that one also sees the mixing of Calox Toothpowder, the sifting operations and the tube leading down to the floor below. Here also are manufactured toothpaste and many other items too numerous to mention.

Coming downstairs we first reach a mezzanine floor partially covering the main packaging floor. On this mezzanine such a product as the brushless shave cream known as "Shavami" comes from its mixing machine on the floor above via an 8-in. pipe directly into a tube filling and crimping machine. Because of the weight of the tube's contents ($1\frac{3}{4}$ oz.) it sometimes happens that a light tube will come through the machine. To prevent this, checking is done by two girls, each of whom has a small scale in front of her upon which every tube is placed as it comes out of the machine. The cap is tightened at the same time.

Also on this balcony are the packaging operations for the cleansing cream which has been prepared in a liquid state on the floor above and piped down to its filling machine. This filling machine is adjustable to the large size can or smaller size jars and speed is regulated by a rheostat. This Albolene Cleansing Cream is packed liquid into large (16 oz.) tins at the rate of about 26 or 28 per minute. This slow speed is necessary because the tins must be filled to the very brim to allow for shrinkage of the material after it cools. The tins are placed on a slow moving belt by hand (automatic machinery shakes the cans enough to spill the liquid). At the end of this conveyor they are taken off by two girls and placed on mobile racks which are then wheeled to a convenient place for setting. The movement of each can takes (Continued on page 128)

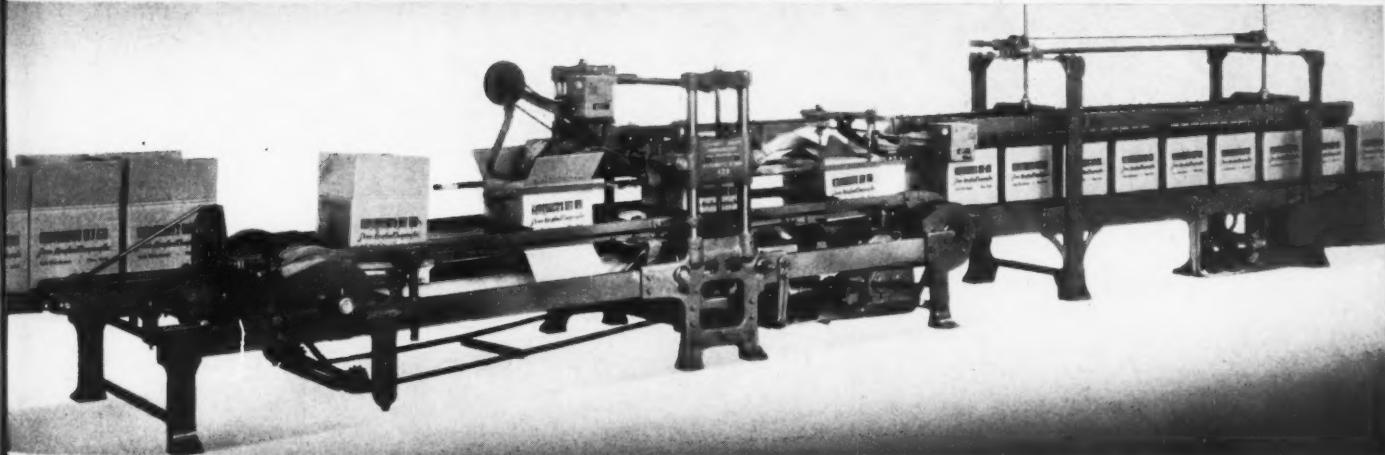


17

16. Aspirin tablet forming and filling machine. Cotton inserted and caps applied by hand. 17. Tube filling machine delivers filled tubes on conveyor where operators check, weigh, and place them in cartons. 18. In this operation, unrelated items required for sampling purposes or deals are assembled.

Look
at
CANNED MEATS!

In this industry, as in so many we have pictured, Standard-Knapp case sealers put the final stamp of approval on shipments of the leading products, adding the last word on the packaging line. Swift, Armour, Morrell—the names are a who's who of meat packers—and not accidentally, either. For they know that Standard-Knapp means more efficient operation, lower unit cost, less upkeep.



STANDARD-KNAPP CORPORATION

MANUFACTURERS OF CASE SEALING, CASE PACKAGING, AND CAN LABELING MACHINES

FACTORY and GENERAL OFFICES PORTLAND, CONNECTICUT

570 Lexington Ave.
NEW YORK, N. Y.

420 S. San Pedro Street
LOS ANGELES

208 W. Washington Street
CHICAGO

3224 Western Avenue
SEATTLE

702 Society for Sav. Bldg.
CLEVELAND

1208 S. W. Yamhill Street
PORTLAND, OREGON

300 Seventh Street
SAN FRANCISCO

Paul Brown Building
ST. LOUIS, MISSOURI

Windsor House, Victoria Street, LONDON, ENGLAND.

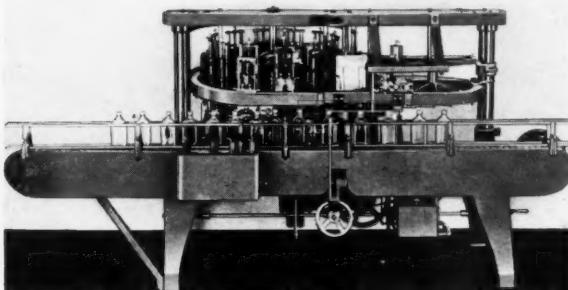
Equipment and Materials

NEW DEVELOPMENTS IN PACKAGING MACHINERY • METHODS and SUPPLIES



STRIP STAMPING MACHINE

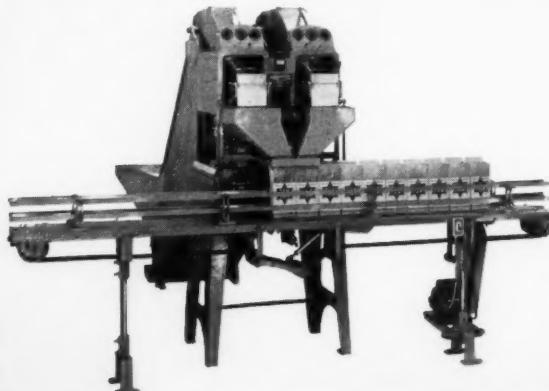
An automatic strip stamping machine, designed for placing revenue stamps on bottles containing products requiring this marking has been developed by Wright's Automatic Tobacco Packing Machine Co. The unit is designed to become an adjunct to bottling and labeling machines and can be adjusted to accommodate bottles of different height and size.



As the bottles approach the stamping mechanism, traveling on an endless belt, each bottle is gripped firmly and started on a circle. Upon the completion of this circle, the stamp has been affixed and the bottle continues on its journey to the packing department. While the bottle is within the "circle," it passes what is known as the "stamp station," where the revenue stamp is automatically fed through a glue transfer and stamped on to the bottle. As the stamp is affixed, a collar automatically smoothes the stamp into position and fixes it to the contour of the container. This collar remains firmly fixed over the stamp until it is released from the circle. The stamp is well fixed into position, eliminating wrinkles. The machine is equipped with full safety measures to prevent breakage and mutilation of revenue stamps. Only a single operator is required. Floor space required is 5 ft. by 14 ft. A $\frac{3}{4}$ -hp. motor is used.

VIBRATORY FEED WEIGHER

The Triangle Package Machinery Co. has developed a new completely automatic model of the Elec-Tri-Pak weigher which is especially designed for weighing and filling cookies, crackers, etc., into cartons with or without liners. Known as the Model N2-C, the machine is a twin vibratory feed weigher which fills two pack-



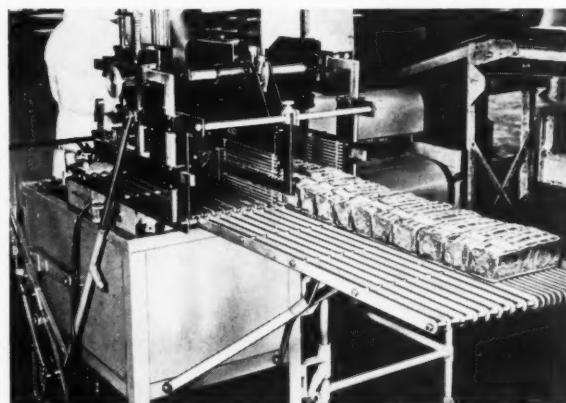
ages at a time. It is equipped with a power-driven conveyor which carries the packages up to and away from the machine. Equipment includes an automatic control which stops discharge from the machine if the packages fail to reach the discharge spout. For packages with liners, automatic liner spreaders are supplied.

Range of the machine is 4 oz. to 16 oz. Products being packaged by this equipment are carried by belt conveyors from a hopper on to electrically vibrated feed plates. Weighing is accomplished in the discharge spouts which are connected directly to scales which are set to a predetermined weight. When the load in the spout balances the scale, discharge from the feed plates automatically stops. After the load has been discharged into the package, the feed cycle commences again.

Range of the machine is 4 oz. to 16 oz. It occupies a floor space of 10 ft. by 9 ft. and stands 6 ft. high. A $\frac{1}{2}$ -hp. electric motor is used. The hopper stands 40 in. high.

AUTOMATIC LABELER

The Miller Wrapping & Sealing Machine Co. has developed a new unit, designated as the Corley-Miller Automatic Labeler. The labeler is designed for operation with the company's wrapping machines and handles labels of almost any reasonable shape or size. Stacked labels are placed in a magazine on the machine, each label being glued automatically to each package. Changing labels is achieved simply by removing one magazine from the ma-



chine, intact with labels in it, and placing another one in its place. Thus, label handling is simplified since it is necessary to handle the loose labels only when stacking a supply in the magazine. Since labels are glue sealed to the outside of the packages, grease-proof labels are not necessary. Position of the labels is adjustable almost anywhere on the top surface of the package.

WATER-PROOF PACKING MATERIAL

Sherman Paper Products Corp. has announced the development of a water-proof material designated as Water-proof Corroflex. Corroflex is a flexible corrugated packing material with criss-cross indentations that combines a protective corrugated cushion with an outer covering of kraft. Through the addition of a duplex sheet with asphalt lining greater strength plus water-proof qualities have been added to this material. The product will be available in a special all-purpose weight in rolls from 6 in. to 72 in. and in sheets cut to size.

For want of a **NAIL!**



A missing horse-shoe nail once lost a battle. Lack of the right adhesive has likewise spelled defeat for many an otherwise perfect package.

Whether it's labeling, wrapping or sealing, the adhesive plays an all-important part...not only in the appearance of the package, but also in the way it withstands handling and adverse climatic conditions.

Exacting manufacturers, who realize the importance of a *margin of safety* in adhesives, are more and more standardizing on MIKAH Adhesives by NATIONAL. Our Service Department will gladly make specific recommendations to meet your individual requirements.

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NATIONAL STARCH PRODUCTS Inc.

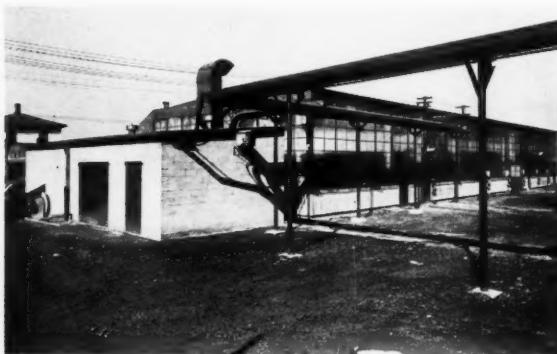
820 GREENWICH ST., NEW YORK—CHICAGO—PHILADELPHIA—BOSTON—SAN FRANCISCO—and All Principal Cities

NEW TRANSPARENT SHEETING

Of interest to the packaging field is the announcement by The B. F. Goodrich Co. of the development, after five years' intensive research, of a method of processing Koroseal into a transparent and highly durable film. Retaining all the characteristics inherent in Koroseal—the synthetic thermoplastic material made by plasticizing polyvinyl chloride—the film is now in production in a new \$300,000 plant recently completed in Akron, Ohio.

According to Dr. H. E. Fritz, Manager of the company's synthetics sales, the film is produced in continuous sheets 44 in. wide and ranging in thickness from one to three-thousandths of an inch. Standard gauge for the present will probably be available in .0015 of an inch.

Because the film can be made non-toxic and completely tasteless and odorless, it is ideally suited for wrapping and packaging foods, Dr. Fritz pointed out. Its resistance to moisture has application in the packaging of fruits and vegetables while its oil and grease resistance makes the film ideal for wrapping meats, fish, fowl, sausage, cheese and like foods. Containers and envelopes that resist the diffusion of air and water can be made of the film for packaging items like coffee and cigarettes and volatile or hydroscopic materials which require air- and water-tight packaging treatment. The film is readily pigmented and colored and can be made in a variety of colors in transparent, semi-transparent, translucent and opaque forms.



Exterior view of the \$300,000 plant erected by The B. F. Goodrich Co. for processing Koroseal, the new synthetic thermoplastic material which is derived from limestone, coke, water and salt.



In these huge mixing vessels, Koroseal is prepared for various processing operations. The mixing processes are carefully controlled and regulated from the control panel shown in the center.

Apart from its transparency, the film's most unusual packaging attributes arise from the fact that it is practically ageless. It is impervious to acids and alkalies and is almost completely indestructible because of its resistance to aging and oxidation, the company announced after extensive laboratory tests and service experience in the use of Koroseal in widely divergent fields. A sample of the product which was exposed to weather conditions at Akron for several years showed no ill effects either in appearance or physical characteristics, according to Dr. Fritz. In film form, it resists accelerated aging tests such as exposure to ultra violet light.

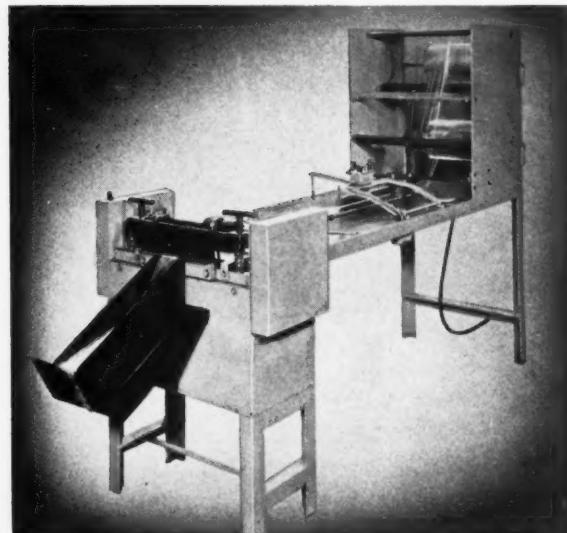
In texture, the film can be made to range from a papery quality to a soft, flexible material. Because of its elasticity, coupled with excellent tensile strength and tear resistance, it lends itself to standard packaging operations and can be wrapped around sharp and pointed corners and edges without breaking or cutting.

In testing the film's oil resistance, the company filled bags made of the film with gasoline, kerosene and light penetrating oils and at the conclusion of the tests the bags showed no leaks. Similar results were obtained in tests to determine water resistance in which the bags were filled with water and then suspended. Moisture-vapor transmission of the film, according to Dr. Fritz, was also found to be very low.

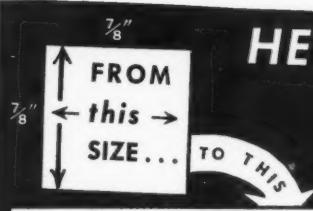
Bags, envelopes and packages of the film may be sealed by conventional sealing methods, including heat sealing, since the film can be made flame-proof and non-combustible. In addition to its application in direct film form, the material also may be used to laminate built-up structures such as sturdier containers for holding liquids and solvents, the company's announcement said.

BAG MAKING MACHINE

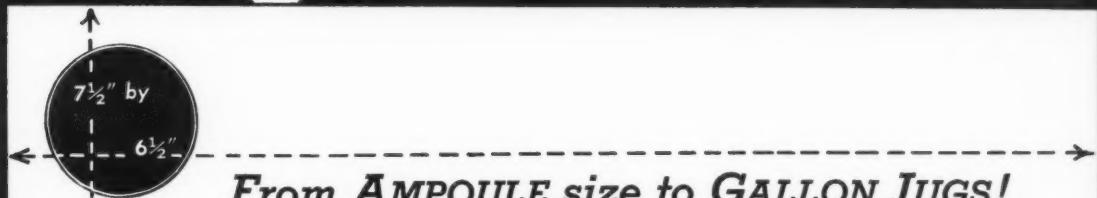
"The New Leader" is the name of a bag making machine developed by the Bag-O-Matic Co. The unit is capable of making any size flat or square bag, single or double, plain or printed, up to 26 in. long and 12 in. wide. Larger sized bags or continuous



tubes for use by the meat packing trade are likewise available. Bags may be made from any type of heat-sealing material. Interchangeable formers control bag widths and gussets. One gear regulates the length of the bag. A fully automatic electric eye is available for accurate registration of printed materials. The unit occupies a floor space of 32 in. by 75 in. and stands 46 in. high. A 1 1/2-hp. motor is utilized.

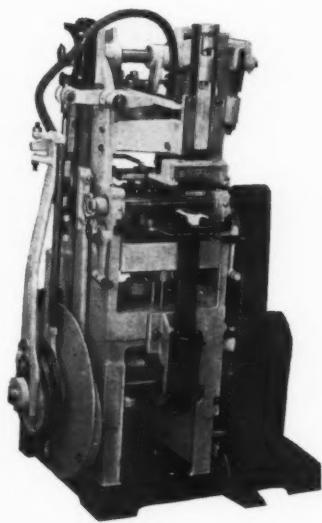


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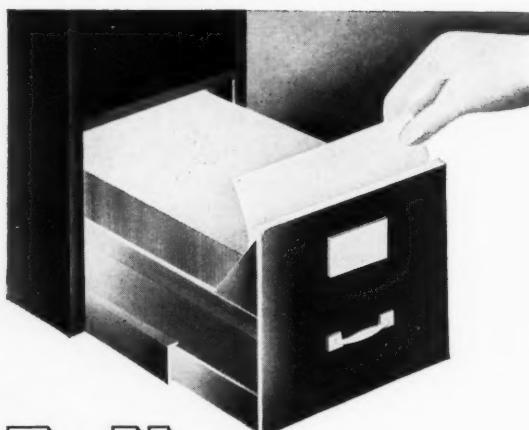


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For Your Information File

"**The Output of Manufacturing Industries 1899-1937,**" by Solomon Fabricant. (Published by the National Bureau of Economic Research, Inc. 700 pages, 66 text tables, 24 charts, 4 appendices. \$4.50.)

Working with data provided by the Census of Manufacturers and by other sources, both official and unofficial, Mr. Fabricant has constructed indexes of physical output for all manufacturing industries combined, for 15 large classes of kindred industries and for over 140 individual industries. This survey, initiated almost three years ago, has been supported through grants by The Maurice and Laura Falk Foundation of Pittsburgh.

The author has divided his study into two major parts. The first is devoted to a survey of the broad changes in factory output and to a discussion of the most striking movements in the output of individual industries. The second part offers a more detailed treatment of the course of manufacturing production in all the industries for which indexes have been computed. Through such analysis, the author throws a great deal of light upon the significance of his over-all figures and upon the reasons for the changes in these aggregate figures. In extensive appendices, Mr. Fabricant explains the methods employed in the computation of the indexes and presents detailed data on the quantity, value and price of hundreds of factory products for the period 1899 to 1937.

Ertel Engineering Corp., Kingston, N. Y., has published a 15-page booklet on its liquid handling equipment. Profusely illustrated, the publication details information on asbestos filter sheets, filter units of various types, vacuum bottle fillers and mixing and storage tanks.

"**Marketing Policies,**" by Hugh E. Agnew and Dale Houghton. (Published by McGraw-Hill Book Co., New York, N. Y. 615 pages. \$4.00.) This book, according to its preface by the authors, professor and associate professor, respectively, of marketing at New York University, starts about the place where most books on the general subject of marketing leave off. It deals with values rather than with elementary processes. Representing an intensive study of marketing from the qualitative rather than the quantitative point of view, the book seeks to answer the question "What is it worth?" rather than "What is it?" and "Where did it come from?"

The approach is illustrated in the chapters on packaging, sampling and premiums. These topics are analyzed in a way

that will enable the practitioner to evaluate their place in a campaign and to obtain a knowledge of the most recent methods of application.

The chapter on packaging, for example, deals with manufacturer's package requirements, the consumer's demands, the basis for intelligent package design and design trends, the methods for package testing, the problems of sizes, materials, mass display—all interpreted in relation to present-day practice.

Surveys to determine consumer reaction to grade labeled canned foods, sponsored by the Agricultural Marketing Service of the Department of Agriculture with the cooperation of local organizations, are either in progress or about to be started in eight cities. Only canned goods packed under "continuous factory inspection" are being used in the surveys, since only these are privileged to bear grade labels with the prefix "U. S." All canners whose products meet Grade A requirements, for example, are allowed to label their goods "Grade A," but those signed up under inspection service are permitted to advertise "U. S. Grade A." There are six plants now operating under the factory inspection service of the Agricultural Marketing Service. The grade labeled products packed in the six plants utilizing the A.M.S. service are being used in the tests. Various procedures are employed in the various cities, but in all cases purchasers of grade labeled products are asked to return a postcard questionnaire. Dr. Alice E. Edwards, former Executive Secretary of the American Home Economics Assn., who is now with the Agriculture Department and in charge of the survey work, has reported that it will be some time yet before sufficient cards have been received to warrant drawing conclusions.

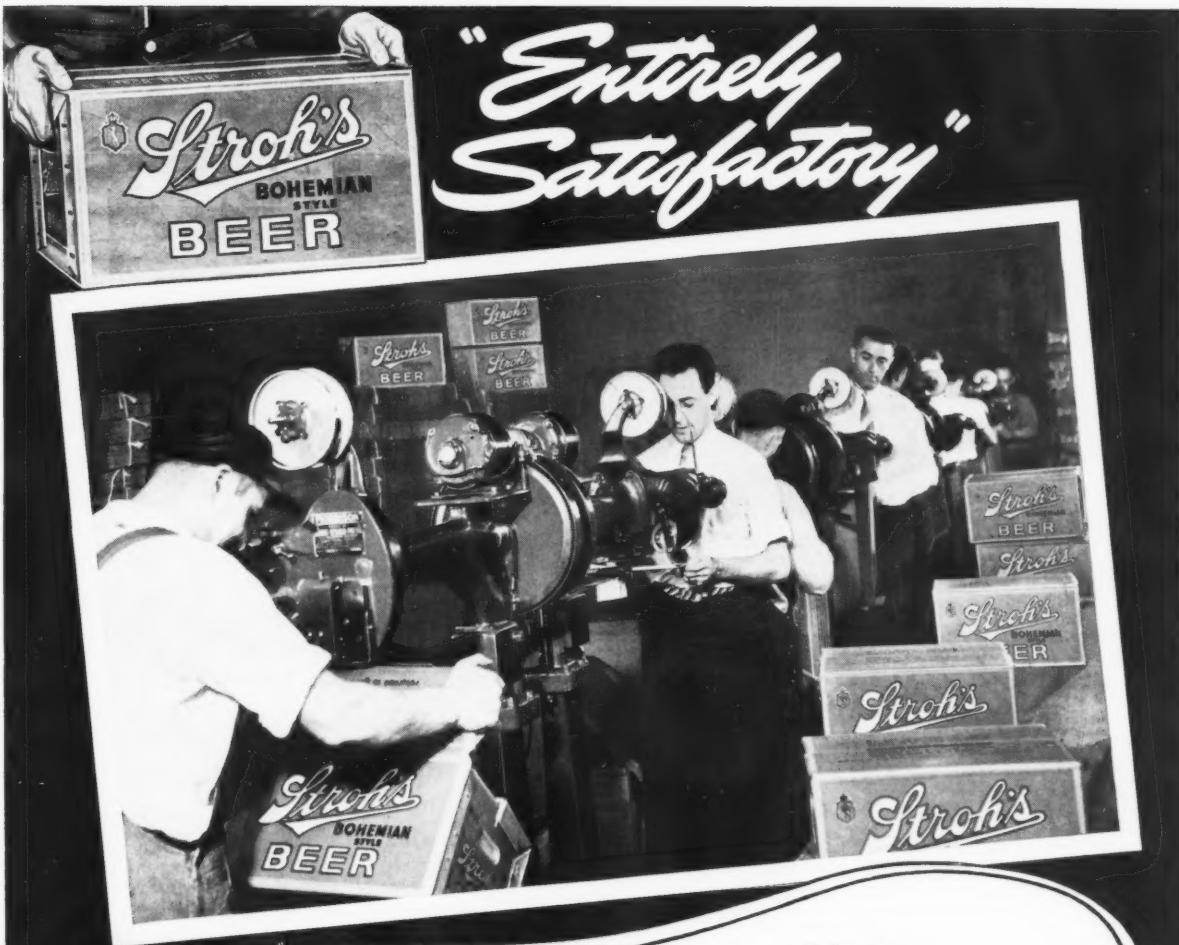
Plastics in the national defense program will be the highlight of the program arranged for the annual meeting of the Society of the Plastics Industry at Hot Springs, Va., on May 4, 5 and 6. Representatives from the ordnance section of the War Department and the Office of Production Management will head the list of speakers discussing various phases of the important part that plastics are playing in national defense.

Lieutenant Colonel K. F. Adamson of the War Department will discuss "What the Ordnance Department Expects of Plastics." James A. Lee, Managing Editor of Chemical and Metallurgical Engineering, has chosen as his topic "Available and Future Supplies of Chemicals for the Plastics Industry." Dr. D. P. Morgan, of the Office of Production Management, will go into the question of priorities, while W. J. McCortney, manager of the rubber and plastics laboratory of the Chrysler Corp., will discuss "Substitution of Plastics for Metals."

In view of the critical importance that plastics have assumed during the last few months, the meeting will be the most important ever held, according to Society officials. In early February, Defense Commissioner Edward R. Stettinius announced shortages in the supplies of certain strategic metals for non-defense and consumers' goods, suggesting that manufacturers of such products use plastics where possible. Intensive work since by plastic manufacturers and fabricators has revealed many applications in which the use of plastics will free substantial tonnages of strategic metals for direct needs of the defense program. The impact of these developments and of the requirements of defense manufacturers for plastics will be the theme of the meeting.

A general discussion on the subject of plastics featured the monthly meeting of the American Designers' Institute at the Architects League on Wednesday, April 16. Morris Sanders, well-known designer and architect, read a paper on plastics, following which there was a general forum on the subject of plastic applications. Ben Nash presided.

In the April issue of Modern Packaging, in the article titled "Plastic Tags," credit was given to Celluloid Corp. and The Dow Chemical Co. for the use of transparent acetate sheeting. In the case of The Dow Chemical Co., the material used was ethyl cellulose.



*"Our Morrison Stitching Machines
have performed in an entirely satisfactory manner
ever since they were installed."*

Statement by Mr. Gari M. Stroh, President
The Stroh Brewery Co., Detroit, Michigan

• Accuracy, speed, safety and cost-reducing ability are objectives gained when you use Morrison Wire Stitching Machines for assembling and sealing your corrugated and solid fibre containers.

Now, with the new line of Morrison Box Stitching Machines equipped with the new type SL Stitching Head,

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Fifteen standard models of Morrison bottom stitchers, top sealers, combination units, side seamers and arm machines provide a variety of machine sizes and practical throat depths to meet almost every need.

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Plants and Personalities

PERSONNEL

Randolph H. Barnard, Executive Vice President, and Faustin J. Solon, Vice President, of the Owens-Illinois Glass Co. and Owens-Illinois Can Co., Toledo, Ohio, will in the future devote their entire time to general management, production and sales problems. Garland Lufkin, who has been General Manager of the Closure and Plastics Division, has been named General Manager of the Glass Container Division. Smith L. Raardon, formerly Vice President and General Sales Manager of the Owens-Illinois Can Co., will succeed Mr. Solon as General Sales Manager of the Glass Container Division. Stanley J. McGieveran, who has been General Manager of the Insulux Products Division, will succeed Mr. Raardon. Ray R. Washing, Plant Manager of Glassboro, N. J., will take over the position of General Manager of the Closure and Plastics Division, with offices in Toledo. Hugh Paul, former Sales Manager of the Insulux Products Division, will become Manager of that Division and his position will be taken over by Edward P. Lockart, who has been Manager of the Architectural Department.

The National Can Corp., New York, N. Y., will succeed McKeesport Tin Plate Corp. in accordance with the vote of stockholders at the annual meeting held in Pittsburgh recently. At the Directors' meeting, G. F. Doriot was re-elected President.



G. F. DORIOT

E. D. Murphy, formerly in charge of General Line Sales, becomes Vice President and General Sales Manager. S. Carle Cooling was elected Vice President and Directing Manager of Sanitary Can Sales. A. G. Hopkins, formerly Chief Engineer, was elected Vice President in charge of manufacturing and engineering.

At the annual organization meeting of the directors of Continental Can Co., Inc., New York, N. Y., the following officers were re-elected: C. C. Conway, Chairman of the Board; J. F. Hartlieb, President; S. J. Steele, Executive Vice President; A. V. Crary, I. W. England, F. J. O'Brien, F. G. Searle and J. S. Snelham, Vice Presidents; J. B. Jeffress, Jr., Secretary and Treasurer; R. H. Alexander, Assistant Secretary and Assistant Treasurer and L. R. Dodson, Assistant Secretary.

Morris Tyler Lynch, Vice President of the National Folding Box Co., New Haven, Conn., died on March 28.

Alexander Calder, President of the Union Bag & Paper Corp., New York, N. Y., has announced the appointment of E. A. Charlton, a former Vice President of International Paper Co., as Consulting Engineer. T. M. Avery, a Vice President of the corporation, has been given a full-time assignment to direct research development. Operating management of all of the corporation's conversion factories will be taken over by Dr. K. R. Karlson, who has been named Manager of Factory Operations.

H. S. Wade, President of the Owens-Illinois Pacific Coast Co., San Francisco, Calif., has announced a number of personnel changes as follows: Walter G. Thomas, formerly Secretary-Treasurer, becomes Vice President and Resident Manager at Los Angeles. He will retain his title of Treasurer. Mr. Thomas will coordinate all phases of the company's activities in the Southern California market. T. E. Manwarring, of the Los Angeles branch office, becomes Assistant Branch Manager and will assist Mr. Thomas in his sales function. John R. Brown, formerly Los Angeles Branch Manager, becomes Sales Manager of the newly created Package Sales Division with headquarters in San Francisco. Mr. Brown will be chiefly concerned with corrugated products sales problem and will coordinate his efforts with those of C. C. Kennedy, who has previously supervised the corrugated products division, both sales and manufacturing.

Henry W. Phelps has resigned as a member and as chairman of the board of directors of the American Can Co., New York, N. Y. The office of Chairman of the Board will be abolished. Mr. Phelps will continue in an advisory capacity and will retain offices at 230 Park Ave.

J. Louis Reynolds, Vice President in charge of export sales for Reynolds Metals Co., Richmond, Va., has been appointed General Sales Manager of the company for the duration of the present national emergency.

R. A. Horning has been appointed General Sales Manager of the Glass and Closure Division of the Armstrong Cork Co., Lancaster, Pa.

American Cyanamid Co., New York, N. Y., has changed the name of its Beetle Products Division to Plastics Division. C. J. Romieu is Sales Manager of the division in charge of commercial activities and Dr. K. E. Ripper, as Chief Technologist, heads its technical activities.

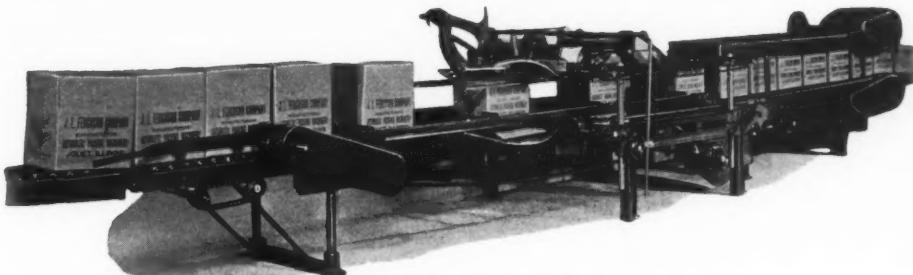
Stuart F. Ball, Director of Merchandising of The Richardson-Taylor-Globe Corp., Cincinnati, Ohio, has taken over the duties of Advertising Manager, formerly handled by Walter Elliott who is now owner of The Elliott Display Co., Norwood, Ohio.

PLANTS

Contracts for the design and construction of a new warehouse adjoining the present Buffalo headquarters of the U. S. Corrugated-Fiber Box Co., at 180 Hopkins St., have been awarded to The Austin Co., engineers and builders.

Shellmar Products Co., Mt. Vernon, Ohio, has announced the establishment of manufacturing facilities at Pasadena, Calif. This will be known as Western Division headquarters. The Los Angeles sales office has moved to the Pasadena plant. San Francisco sales offices will continue to be located in the Russ Building.

AS USUAL—! WE'RE RIDING WITH THE WINNERS!



PACKOMATIC MODEL "D" SHIPPING CASE SEALER—SPEED UP TO 2000 CASES PER HOUR. NO OPERATOR REQUIRED.

Joseph E. Seagram & Sons, Inc., won an Honorable Mention with their redesigned Seagram's "Seven Crown" Blended Whiskey bottle, in the Glass Container Group of the 10th All-America Package Competition.

Calvert Distilleries Corporation won Top Award in the Machinery Division of the 10th Annual All-America Package Competition, sponsored by Modern Packaging Magazine.

Both of above are Packomatic customers and use Packomatic Automatic Shipping Case Sealers and Consecutive Serial Numbering Machines.

IF YOU HAVE A CASE SEALING PROBLEM INVESTIGATE "THE PACKOMATIC WAY!"

If you are looking for the most for your money, long life, dependable service, speed and efficient shipping case sealing, Packomatic equipment will meet your requirements. Machines are rapidly adjustable, few wearing parts, all operations smooth and practically noiseless. Speeds to suit your requirements up to 2000 cases per hour. No operator required. Millions of shipping cases are automatically sealed each year—"The Packomatic Way."

* OUR ENGINEERS WILL
GLADLY CALL UPON
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OBLIGATION.

AUTOMATIC PACKAGING MACHINES FOR EVERY PACKAGING PROBLEM

Packomatic equipment meets every packaging need, with increased production, lower costs. We build a large variety of scales, volume fillers, auger packers and fillers, carton sealers, round paper can equipment, carton making machines, etc. In this group you will also find "The Packomatic Way the most economical way."

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PACKAGING MACHINERY
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NEW ORLEANS
SEATTLE

Kay Displays, Inc., New York, N. Y., has announced the removal of its showroom and offices to 9 East 40th St.

Construction of a \$300,000 branch plant and warehouse for the Fort Wayne Corrugated Paper Co. has been started in Stowe Township, Pa. It is scheduled for completion by July 1.

The Lithographers National Assn., Inc., New York, N. Y., has announced the removal of its offices to the Graybar Building, 420 Lexington Ave.

Wallace Laboratories is having a new plant constructed in North Brunswick Township, N. J., for the manufacture of pharmaceuticals, cosmetics and chemicals. Albert Kahn, Inc., Detroit, Mich., is the architect.

Massachusetts Institute of Technology, Department of Biology and Public Health, Cambridge, Mass., has announced a summer course in Food Technology, for the period June 30 to July 18, 1941, under the direction of Bernard E. Proctor, Associate Professor of Food Technology.

The Board of Directors of the Glass Container Assn. of America, New York, N. Y., has announced that its annual membership meeting will be held at The Homestead, Hot Springs, Va., on May 15 and 16.

EXHIBITIONS

Plastics in packaging forms the theme of one of the major exhibits in America's Modern Plastics Exposition, now on its way to the public. For the first time, laboratory lingo of this fabulous industry is translated into a tremendous show of products and progress which brings to confused consumers a vivid, accurate answer to the question, "What Are Plastics?"

To the consumer who today bought a bag of peanuts in a cellulose bag, admired merchandise on store counters through the crystal clearness of transparent acetate, took off the plastic cap from a bottle of mouth wash or a tube of toothpaste, or used plastics in packaging unconsciously for scores of conveniences in his daily living, America's Modern Plastics Exposition brings an informative educational symposium of this industry to the American people through America's leading retail stores.

The Exposition has been produced and supervised by W. L. Stensgaard and Associates, Inc., in cooperation with Modern Plastics. Its theme, "A dawn of a new world in fashion, color, product, durability and beauty," is comprehensive of this spectacular cavalcade of plastics.

Mr. Stensgaard and Charles A. Breskin, publisher of Modern Plastics, conceived the idea of this all-inclusive plastics show as the result of many meetings. It is now complete after two years of planning. This mutual collaboration between Mr. Stensgaard and Mr. Breskin, augmented by participation of active factors in the plastics industry, has evolved an exposition of unprecedented scope for consumer exhibits in this country.

The Exposition made its debut April 21 at Elder and Johnston's department store in Dayton, Ohio, in connection with their 58th anniversary celebration. From Dayton, it is scheduled to travel to millions of consumers and retailers during 1941 in department stores throughout the nation.

Designed for department store presentation and providing a full week of activity, the show combines every feature of interior and exterior department store display with local activities: radio, schools, universities, local theaters, newspaper advertising and local clubs. Feature attractions include a dramatized exhibit of the Award Winners in the 1940 Modern Plastics Competition in specially built elevated shadow boxes. Day and night window displays, colorful store decorations, departmental



A group of interested men and women gather around one of the exhibits in America's Modern Plastics Exposition now available to American people through leading retail stores.

exhibits of plastics in merchandise of today, a laboratory press molding demonstration, a plastic mannequin, a sound and color movie and a prize essay contest to be sponsored by the store are the program line-up. Under the guidance of experienced store executives, personnel is trained to operate motion pictures and plastic molding machines, deliver lectures and contact the public. Posters and news releases are provided to engage the public interest. These tie up with such current factors as national defense, statements by prominent industrialists, designers, scientists, historical data, contest prizes, packaging terminology and every type of industry. Approximately 40 in all, the different exhibit cases have been made for arrangement altogether in an auditorium or large slow-traffic department, or for split-up into separate units which may be placed at strategic points throughout the store.

In the package exhibit is every type of plastic closure and container—transparent and opaque, stock items as well as special designs.

The Brooklyn Museum, which has long been known for its recognition of contemporary art, is going a step farther this summer in a comprehensive exhibition called "Printed Art." It will emphasize the excellence attained in the form of art most familiar to the general public, the art designed to be turned out by power presses. The exhibition is being designed to show the many problems the so-called "commercial" artist is up against in producing work for business and how well they can be solved.

This will involve showing outstanding work in the packaging, display advertising, poster, magazine, newspaper and book illustrating, printed decorative accessories and lithographic fields. There will be displays of at least one example from each category showing the entire process from the artist's first sketch through the proof to the finished product. It is planned to have this show well and thoroughly labeled, so that the layman can easily comprehend it. Many of the packages and displays presented will be those which have won recognition in the All-America Package Competition.

The committee selected to advise the Museum in this activity includes Charles A. Breskin, Publisher of Modern Packaging and Modern Plastics; George Welp, Promotion Manager of the Interchemical Corp.; Edward A. Wilson, illustrator and designer; James R. Patterson, Supervisor of Interior Design, Pratt Institute; Ralph Walker, architect and Laurance P. Roberts, Director of the Brooklyn Museum.

*Coats of
many colors
for the
biggest family
in the West*

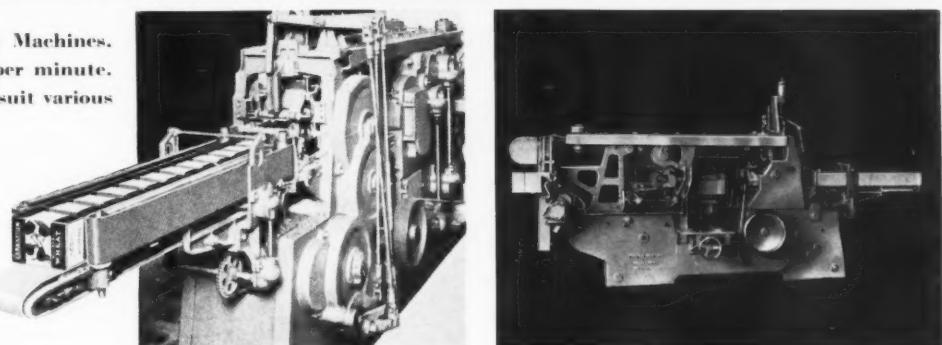
When Albers Bros. Milling Co. wanted a colorful, sales-appealing package for their flour and cereal products they adopted the tight-wrapped package wrapped on S & S Tight-Wrapping Machines. These packages are absolutely tight, non-sifting, weevil-proof and attractive . . . stand-outs on shelves, sell-outs in stores. The printed wrap is glued all over on the blank side and wrapped tightly around the carton, all corners and seams being tightly sealed. The same size carton can be used for various products by using printed wraps and the same machine handles them all.

Why not consider the S & S tight-wrapped package for your products? We'll be glad to tell you more about it. Also, S & S Filling—Sealing and Packaging equipment. Semi-Automatic and Fully-Automatic. Speeds to suit your needs. 15—30—60—120 per minute. Write for complete information.

STOKES & SMITH CO
PACKAGING MACHINERY
FRANKFORD, PHILADELPHIA, U. S. A.



S & S Tight Wrapping Machines.
Fully-Automatic 60-70 per minute.
Made in several sizes to suit various
sizes of packages.



the original Tight-Wrapper

The good old days

(Continued from page 54)

The collection contains one of these boxes used for packages of small tapers to light candles long before the Civil War. An attractive floral design label was pasted to the cover merely for decorative purposes, not product identification. The floral designs on these labels may provide ideas for modern designers who are looking for Victorian floral patterns to meet present-day demands for design of this period.

These wooden boxes were obvious forerunners of today's paper set-up box industry. The earliest paper containers were simply printed wrappers with pasted labels over folded ends. These wraps were first used over glass and wooden containers. The first paper bag machine was patented in 1852. A year later came the first paper envelope maker and shortly afterward the first paper-box machine in 1855.

Construction of the corset box illustrated here shows the "missing link" between the folding carton and the set-up box. The ends are pasted separately over die-cut pieces extending from the sides and bottom to give

the container a great deal of strength. The modest use of this package as an advertising medium is quaintly illustrated in the somewhat apologetic testimonial on the cover: "I do not advise any woman to wear a corset, but if she *will* do so—and she generally will—I advise her to use one of Ball's Health Preserving Corsets as it is less likely to do her injury than any with which I am acquainted."

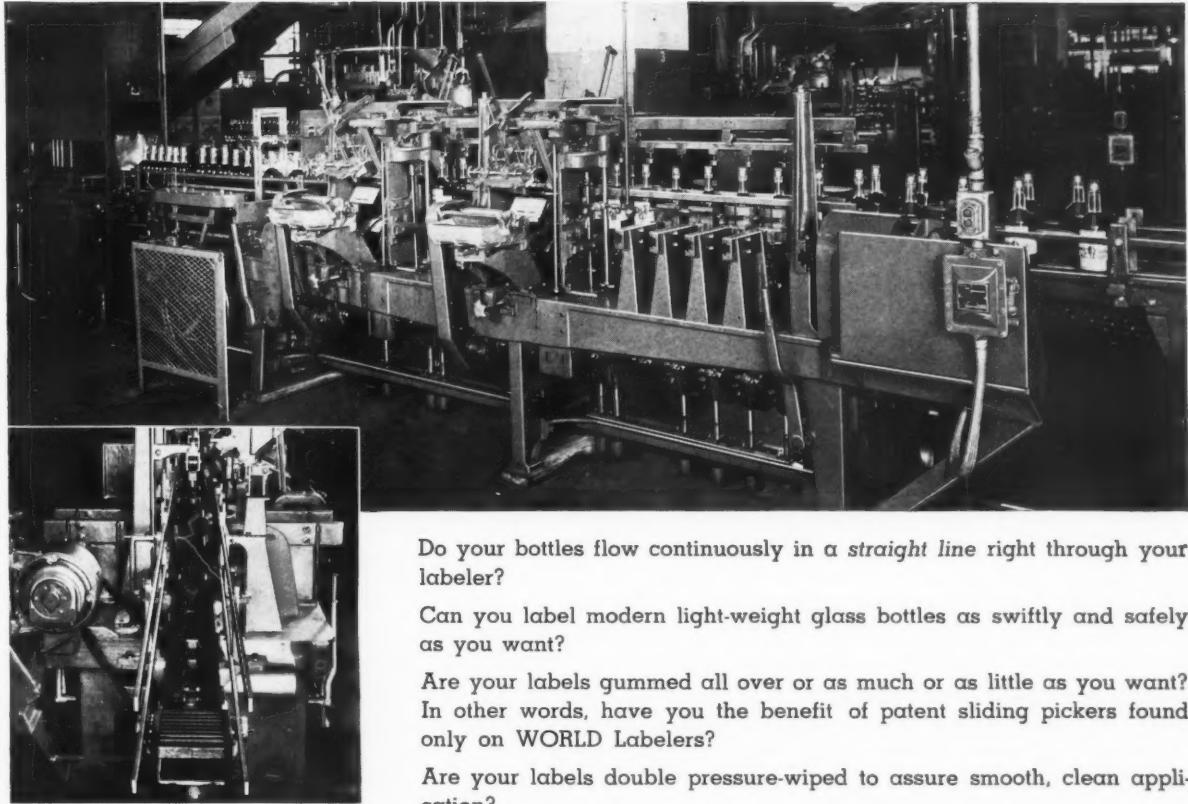
In the paper box group are fine examples of old match boxes, a tightly wrapped carton of gun wadding from about 1830 in a blue and white checked paper as smart as any on the market today. Two re-use boxes are interesting. One is a spectacle case of papier maché lined with cloth. The cover has an opening arrangement that can be operated with one hand. The A. W. Faber pencil box of wood with paper covering is reusable, has edges stamped with the various grades of hardness of the pencils contained—a forerunner of today's informative labeling.

Invention of punch and shaping machines provided new ways of utilizing tin and other metals for containers. First use of metal containers for preserving foods was revealed in the English patents of 1810 taken out by Augustus de Heine. Shortly thereafter tins of

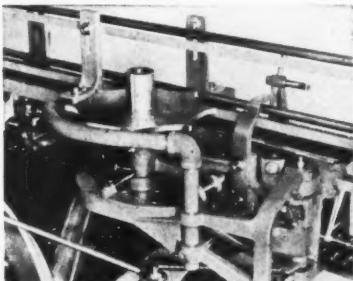
Lithographed labels and a hanging poster. Note the designation of 5-lb. packages of hominy, significant of the size of purchases before the days of small families and small apartments.



Is YOUR Labeling Keeping up with the WORLD?



Looking down the straight bottle track of the WORLD BEE-LINE from the discharge end of the labeler.



Close-up of the new star-wheel infeed that permits smooth, continuous flow of bottles into the labeler.

Do your bottles flow continuously in a straight line right through your labeler?

Can you label modern light-weight glass bottles as swiftly and safely as you want?

Are your labels gummed all over or as much or as little as you want? In other words, have you the benefit of patent sliding pickers found only on WORLD Labelers?

Are your labels double pressure-wiped to assure smooth, clean application?

Is your labeler equipped with a Reeves Variable Speed Drive?

If you can't answer "Yes" to all of the above questions, better look into the New

WORLD Automatic *BEE-LINE* Straightaway Labeler

It applies front labels, back labels, neck labels to flat, square, round, oval or panel bottles or flasks.



ECONOMIC MACHINERY COMPANY

Builders of World Automatic and Semi-Automatic Labelers for Every Purpose

Worcester, Massachusetts

NEW YORK CLEVELAND BALTIMORE PITTSBURGH CHICAGO DENVER SAN FRANCISCO LOS ANGELES
LOUISVILLE SEATTLE PORTLAND, ORE. LONDON MONTREAL TORONTO WINNIPEG
VANCOUVER SYDNEY, AUSTRALIA WELLINGTON, N. Z. SAN JUAN, P. R.

foods were sent to the British Army and Navy for trial during the Napoleonic era. It is recorded that the Duke of Wellington, himself, tried the beef preserved this way and had a message sent back home that he "found it very good."

Large-scale canning in America began about 50 years later during the Civil War. Armies have to be fed and preserving and transporting food for regiments in camps and on the march present very specialized problems. The present world crisis with its vast need for metals due to mechanization is already making packagers look to new materials and machinery to meet restrictions or limitations which might come as the result of war. New methods of preparing dehydrated foods are being devised. Packers are also casting their eyes on plastics as a substitute for metals and other materials which might become scarce.

In the Warshaw collection is an interesting group of metal containers. Outstanding are oval tins for gunpowder with patented lead tops. Many of these old tins, other than the gun-powder cans, are made for their re-use value. One that will bring a nostalgic twinge for the days of the little red school house is a "1-lb. lunch-pail coffee" put out by Edwin J. Gillies & Co. Lithographed illustrations on this show children at play. Obviously it was made for children to carry their lunch in after the coffee was used. Other coffee and similar type tins were made with hinged covers or with easily resealable caps for re-use in the storage of dry foods, etc. You may have seen some like them still on the shelves of your grandmother's or Aunt Hattie's home, used for years as storage containers.

Cake tobacco was once packed in easy-opening, hinged-lid square tins—easy to get at for chewing a cud or to re-use as a trinket box for a variety of purposes.

Pottery containers are among the earliest commercial packages, yet have continued in a prominent place throughout every stage of economic development. A Roman package containing an ointment with the maker's name engraved on the lead cover of the pot and the Lambeth jar of Venice Treacle, a poison antidote, were sold in England in 1650 with the name fired right into the pot. Today potters wheels are still turning to make jars not so different in shape from those that have come down through the centuries for all manner of cosmetics, cheese, jellies, etc. The difference is that today's pottery is usually for fancy goods, where attractiveness of the package is of greater consideration than such features as shipping weight, unbreakability, etc. Examples are the Shulton and Seafrieth lines of cosmetics, and the Cresca line of American Savories.

Through the nineteenth century, therefore, it is not surprising that such items as shaving soap, toilet cream and ink containers were made from pottery to offer the purchaser an intriguing re-use unit.

Introduction of lithography in America by Bass Otis in 1819 gave a new spurt to display and labeling of branded packages. By the sixties, lithographed containers and labels on boxes and textiles were being widely used. Lithographing meant a new era of color

display as the posters on these pages indicate. The artistic taste of the era—the Victorian interpretation of the classical—is quite evident. Note the early illustration for Hoyt's German Cologne—a picture of Grecian-robed figures in which a bottle of the product had been laid with obvious precision to be seen in the foreground. Many of these displays could be had without advertising for use as home decorations on receipt of ten cents in cash or four labels from the box of the product displayed. Not so different from the thousands of offers over today's radio programs.

Times change, but as can be seen from these illustrations of yesterday, the problems of packaging present the same necessity of fitting the materials to the products and the merchandising situations of the age. Perhaps a hundred years from now, the editors of Modern Packaging will be looking back nostalgically at us and our present-day packaging for the shelves of our supermarkets, 5 & 10's, slot-vending machines and gas stations to find the clues to the way we lived in the furious forties of the twentieth century.

Blue ribbon daddies

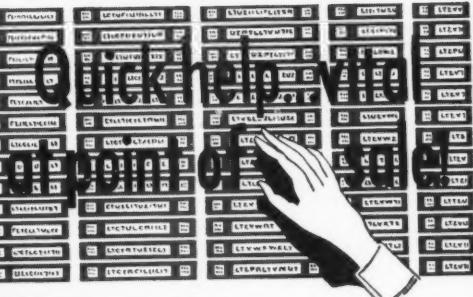
(Continued from page 82)

of the product. Each package is identified by simple printing in gold and black. The brace packages have informative copy arranged simply on the back.

For gift appeal, these standard packages are arranged in set-up boxes, some containing a brace and belt, others a belt and billfold. There is no product identification on the set-up box, since it is usually placed open on a counter or window.

For the Father's Day blue-ribbon promotion some of the Pioneer items and gift boxes are decorated with laminated adhesive labels on which are imprinted blue ribbons and the words "To a Blue Ribbon Daddy for Father's Day." On other packages, actual blue ribbons imprinted with the slogan are attached. In order to assist retail merchants to tie in with the theme, Pioneer has made available blue ribbon window streamers, suggestions for window displays and button-and-ribbon lapel badges for sales clerks. Use of the adhesive labels is an excellent way to dress up the packages for a special occasion. The same treatment could be used for other seasonal effects. Because all of the Pioneer packages are a very light buff, the color scheme of any season will harmonize with them.

Credit: Set-up boxes by Geo. W. Plumly Co. and Albert Eichhorn & Son. Acetate sheeting by Celluloid Corp. Paper stock by Hazen Paper Co. and Hampden Glazed Paper & Card Co. Folding cartons by The Brown & Bailey Co. and Shellmar Products Co. Cellulose tape by Minnesota Mining & Mfg. Co. Foil labels by Cameo Die & Label Co. Ribbon by Century Ribbon Co. Ribbon printing by Superior Marking Machine Co.



Quick Reference

Merchandise, legibly marked for size, style, color, quantity, etc., is instantly available. Properly marked with Markem Machines, boxes, labels and merchandise itself, get more quickly into customers' hands... stop them from impatiently changing their minds... thinking of something else... going elsewhere... hurdle the hazards of substitute clerks and out-of-stock alibis.

PRINTS DIRECTLY ON BOX ENDS. Saves cost of labels, paste and labor. New, quick change printing elements fill in all variables. No waiting for labels. No delayed shipments. No disappointed customers. Reduces box inventories. It's a bench model for your packing room.

Ask about Model BP

PRINTS DIRECTLY ON BIG FIBRE CARTONS AND BOXES in difficult-to-get-at center areas. Takes care of all variable information. Double printing head for two operators where greater capacity is needed. Goose neck construction permits insertion of large containers. Sturdy construction for heavy duty.

Ask about Model L

PRINTS BOXES, LABELS AND BOX COVERS. Shallow or deep covers, on or off boxes. Boxes, with or without contents. Labels, loose or attached. Fast and satisfactory for variable, fill-in details. Patented type head allows quick change of insertable type. Work is of good job press quality. Almost an all-purpose printer.

Ask about Model KD

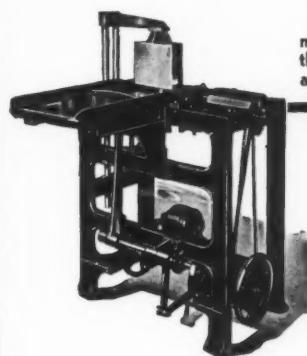
PRINTS, PERFORATES AND REWINDS ROLL of blank paper, gummed or unguammed, or a roll of fabric (silk, cotton, etc.) automatically. Delivers compact, rewound roll of labels, etc., for immediate use or for stock. Will also feed, print, cut off and stack fabric and paper labels at about 125 per minute. Stops at predetermined count.

Ask about Model 125

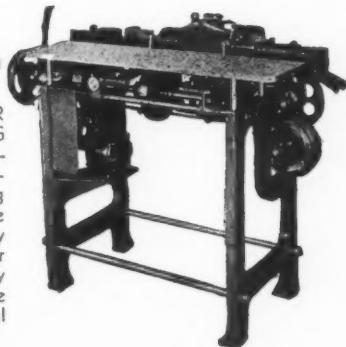
MARKEM MACHINE COMPANY
INDUSTRIAL MARKING HEADQUARTERS
MARKING PRINTING • EMBOSsing
STAMPING • INDENTING **MACHINES**
For IDENTIFICATION • APPEARANCE • INSTRUCTION upon
METAL • PLASTIC • GLASS • HARD RUBBER
WOOD • FIBRE • LEATHER • FABRIC
PRODUCTS • PARTS • CONTAINERS
40 Emerald Street KEENE New Hampshire

It Can Happen to You! *...and WILL with these machines*

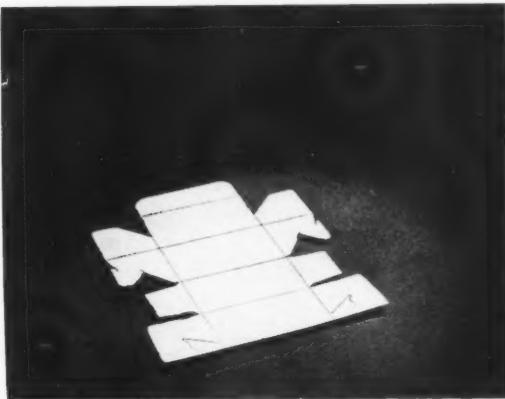
ECONOMY. Desired by most plants and obtained by those who mechanize their packaging line.



THIS PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute, requiring only one operator. After the cartons are set up, they drop onto a conveyor where they are carried to be filled. If several size cartons are desired to be handled, machine can be made adjustable.



THIS PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per minute, requiring no operator. After the cartons are filled, they enter machine on conveyor and are automatically closed. Can also be made adjustable to handle several different size cartons.



Type of die-cut carton handled on this equipment.

Send a sample of each size carton you are interested in handling on machines and we will be pleased to recommend equipment to meet your specific requirements.

PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY
4700 RAVENSWOOD AVENUE, CHICAGO, ILL.

Plastics in packaging

(Continued from page 74)

tests in independent laboratories. In these early stages, manufacturers claim that the plasticized type of tube is generally indicated where wearability is a primary requisite. There are, of course, various modifications. For example, certain plasticized types are said to be suitable for oils and greases.

This particular manufacturer claims that the non-metallic tubes can be produced at a cost lower than that of tin tubes. The proof of the pudding, however, is in the eating; thus the real merit of these non-metallic tubes will be established only after the results of complete tests are made known.

The plastics industry is expanding constantly and has been ever since its inception. (See accompanying charts.) Extensive expansion programs undertaken by both material suppliers and molders since the first of the year are indicative of the efforts that are being made to meet demands created by metal shortages that may become acute at some future time. It is estimated that there was considerable increase in tonnage of production of plastic material in 1940 over the previous year and 1941 promises a substantial increase. That there is and will continue to be a plentiful supply of plastics is confirmed in a statement recently made by a representative of one of the country's leading material suppliers. This gentleman said: "There are ample supplies of plastics compounds or the raw materials from which they are made, so that even abnormal demands can be satisfied quickly. Plastics can be successfully used to replace cast or stamped metals in a wide variety of large-scale uses."

Store gifts in cellulose

(Continued from page 86)

Fifth Avenue was a green stripe printed on red transparent sheeting with a red slip sheet. There was no trade mark or store identification on the paper. Its identity was apparent by its distinctive treatment.

Best evidence of the acceptance of this material for department store gift wraps is the subsequent continuance and increase of its use. Saks Fifth Avenue began using this Christmas gift wrap four years ago. It used the same wrap for three seasons. In addition, this store has adopted the same stripe design printed in gold on a white cellulose laminated sheet for its year-round standardized gift wrap. This makes a more tailored package than the slip-sheet treatment which gives a softer and almost third dimensional effect. However, the laminated sheet has an advantage over the slip sheet in that it produces a single instead of a double sheet wrap and thereby facilitates handling. These wraps also enable stores to use their year-round gift boxes during the Christmas season. This eliminates

the problem of maintaining inventory of all sizes of holiday boxes and possible carry-overs.

Two other New York stores have adopted similar materials. About two years ago, Bergdorf Goodman selected a clear transparent sheet on which was printed an all-over design of its store building in lavender, black and white with a Christmas message in gold. This has been used for two holiday seasons over a silver foil box for every gift package that left the store. Last Christmas Best & Co. chose a laminated wrap with a green and red design which they used over their year-round gift packages.

These materials are well suited to the higher class department or specialty store that likes to be known for doing the new and unusual. Suppliers are ready to serve in working out all problems which application of these materials for department store use may entail.

Credit: Printed and laminated cellulose wraps by Shellmar Products Co.

950 packages in one plant

(Continued from page 112)

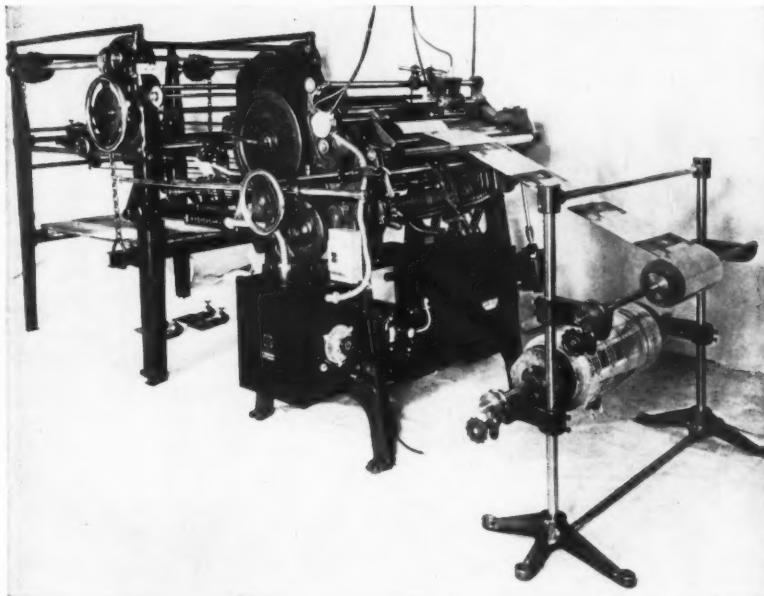
18 min. from one end of the packaging line to the other.

On the main floor (the second), the more fully automatic lines are to be found. The filling line for Calox Toothpowder is here. Because of the large sale of this product, a high-speed automatic line is necessary to achieve the production rate commensurate with merchandising operations. The entire line is automatic and operates at a speed of 72 (4 oz.) cans per min. The powder comes in from the sifting and mixing machines on the floor above. It is filled into topless cans placed by hand on the conveyor carrying them through the rotary filler. Automatic conveyors carry the cans to the capping machine and from there they go by continuous conveyor system into a cartoner. These cartons are packed six at a time in small shipping cartons which are then re-packed into cases and sent through a case sealer directly into a chute taking them down to the shipping floor.

Another interesting line on this floor is the Epsom Salt line which packs 40 half-pound fibre cans per minute, filling five at a time and labeling them on rotary labelers. This production unit is also adjustable for smaller sized packages.

In complete contrast to these almost wholly automatic operations is a manual line to be found on the same floor. Here, the problem is to produce a combination offer package for sampling a new product. Cartons of McKesson & Robbins Shaving Cream are put six at a time into small wooden forms built for the purpose. The girl handling this operation passes the forms on to the next girl who places a packet of blades on each carton in a notch on the form designed for this. The next

MORE AND MORE THE ELECTRIC-EYE BECOMES THE AGENT



by which "spot sheeting" is reduced to a simple and accurate operation. The new Amplidyne type of Eye now used, makes for still closer accuracies than before and greater freedom from variation.

BECK Automatic SHEETERS with ELECTRIC-EYE Controlled DIFFERENTIAL & Automatic Lowering Table SHEET PILER

in the latest "streamlined" model the sheeter having the new solid side-frames and more rugged centre braces, are designed to overcome vibration when running at high speeds.

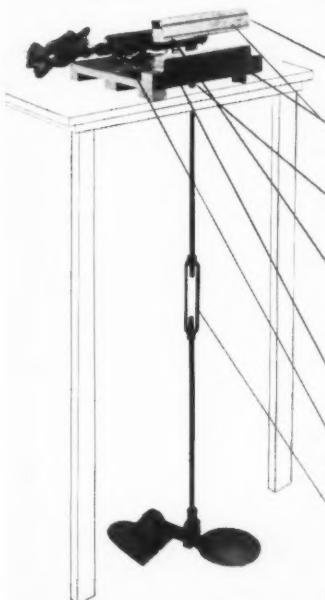
If you have some specially "knotty" sheeting problem, may we help you solve it as we have done for your competitor?

CHARLES BECK MACHINE COMPANY

13th & Callowhill Sts.

Philadelphia

MATCH THIS VALUE . . . If You Can!



Sturdy, bench model Power-weld Crimper heat-seals bags made of cellophane and other heat sealing materials so **THEY STAY SEALED!**

- * precision-built for long life.
- * thermostat heat-control in both jaws prevents curling of bags.
- * composition fire-proof base.
- * aluminum jaws allow even distribution of heat—no corrosion.
- * insulated jaw front —no finger burns.
- * heating element guaranteed for life of machine.
- * adjustable steel pedal rod—no stretch — positive pressure ratio 3 to 1 at jaws.
- * best heat-seal value on market today!

ONLY
\$29⁵⁰

Write today for information on our other models. Pliofilm heat-sealer; and deluxe portable crimping machine.

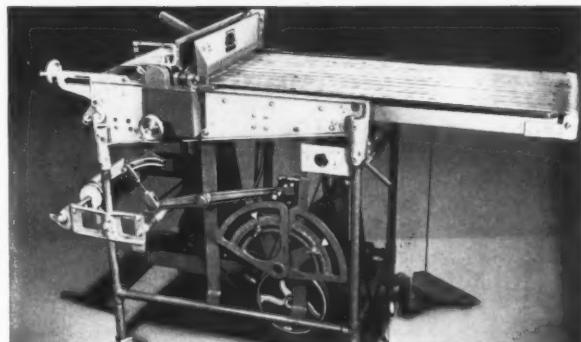
CLEVELAND CRIMPING PRESS COMPANY

designers and manufacturers

231 Rockefeller Building

Cleveland, Ohio

"A Pace-Maker"



CUTS WRAPPING LABOR AND MATERIAL COSTS

BETTER check up on this new Corley-Miller Speed-Wrap. For, it effects big savings in material and labor costs. It pre-glues and cuts hard-to-handle printed or plain sheets of Cellophane or paper *from the roll* and conveys the single, prepared sheets to one or more operators. Using low cost rolls, the Speed-Wrap sharply reduces material costs. By synchronizing and speeding up hand wrapping, it will cut your labor costs considerably. Furnished with automatic labeler if desired.

• May we send you complete information and prices? No obligation at all.



WRAPPING & SEALING MACHINE CO.

14 SOUTH CLINTON STREET, CHICAGO, ILLINOIS



This illustrated booklet shows the way nationally known companies are solving their materials-handling, routing and motion-economy problems.

Before you buy any new equipment, change your plant layout or flow chart . . . or before you standardize, simplify, combine or eliminate any process or operation, send for this free booklet. It shows by word and picture how famous-name companies—whose products and reputation you know and respect—are meeting similar problems. How they are actually lowering inventories, speeding up deliveries, improving quality, eliminating manual operation and insuring a steadier flow of work. There's no cost or obligation entailed. Just sign and mail the coupon now.

LAMSON Package Conveyors

LAMSON CORPORATION

705 Lamson Street

Syracuse, N. Y.

Please send by return mail a copy of your free booklet on Lamson Package Conveyors.

Name..... Title.....

Company..... State.....

City.....

girl tears a strip of cellulose tape from an ordinary dispenser and pastes the blade carton to the shaving tube carton. This is passed across the table to an operator who removes both of these from the wooden forms and sends the forms back down an inclined slide to the first operator, placing the packages on a conveyor belt which takes them down the table. Here, girls are forming small cartons by hand and placing them in a trough over a conveyor line. Across the table, other operators pick the packages off the belt, put them into these outer cartons and send them on to the next girl who puts the small sample bottle of shaving lotion into the carton. These are then packed 24 in a box top to bottom in shipping cartons which have been wire stitched by an operator at the end of the line. The production rate of this line is 1,600 packages per hour.

The speediest and most complete automatic lines in the plant are to be found in the basement and on the second floor. The first floor line is for the filling of Rubbing Alcohol Compound into pint bottles and represents great efficiency and economy in packaging. It is directly on the shipping and receiving floor. Cartons, imprinted with the name of the filled product, "McKesson & Robbins' Rubbing Alcohol Compound," are taken directly off a freight car by electric truck and into the filling room. Carton tops have not been sealed, merely flapped over. Two girls at a table open the cartons, remove the bottles and place them on the table. At the same time that one girl sets the bottles on a belt conveyor, another takes the empty cartons and puts them on an inclined traction belt conveyor over the packaging line. The bottles are taken by conveyor to an automatic cleaning, filling and capping machine. After capping, the labels are applied and the bottles continue down through a cartoner. At this point, the overhead carton conveyor system inclines down to the packaging line again and the individually cartoned bottles are packed into the original shipping cartons which are sent through a case sealer and taken by the electric truck out to the shipping car again. This continuous flow operation omits the necessity of storage either of bottles or of cartons. This one line in one eight-hour day can completely fill, cap, label and carton a carload of bottles, 27,000 pints.

Since the products handled in the plant are all personally used, the health and sanitation angle is the greatest problem in both the packaging and manufacturing operations. Every batch of materials, as it is taken into the plant, is numbered and sampled. And not until the sample has been approved by laboratory tests which are conducted directly in the plant itself in one of the most complete and modern private industrial laboratories, is the batch released for actual production. A key number is assigned to each batch of packaged products. This is placed either on the outside or inside of the labels or perforated into the labels. Through this key number, any failure of materials can be traced and any shipment checked immediately.

All package designing is done within the plant. A complete art department is maintained for this purpose.

and aids in attaining a uniformly high quality of package design for all McKesson & Robbins products.

Probably the most outstanding feature of the plant, from a packaging point of view, is its flexibility. Practically all of the labelers, cartoners and case sealers are on wheels. This allows of complete flexibility and mobility so that the filling and capping machines can be linked up with labeling, cartoning and case sealing wherever necessary. The fixed machines are so placed that when joined up with the mobile units they form complete packaging lines leading to gravity chutes. All traffic in the chute is controlled from below by the shipping department.

The many products and packages and the variety of packaging operations make for a varied labor routine. Operators are shifted from one line to another at a moment's notice and lines are set up just as quickly. The plant is well lighted and well ventilated and employees are given two rest periods during the day from 10:00 to 10:10 and from 2:30 to 2:40 to break any monotony which might be injurious to the efficiency of the packaging lines.

The plant is a miracle of modern production efficiency. In spite of its size, it is one of the most flexible production set-ups in the country. Where the average large packaging plant handles from one to a half-dozen items, with a total of perhaps a score of different size packages, this plant handles nearly a hundred times that number. Small runs and large runs are handled with equal efficiency. Much modern machinery is utilized on the packaging lines. Where the product or the size of the order makes it uneconomical to use automatic machinery, semi-automatic equipment is used. And, where the problem demands, for such operations as the sampling one described and pictured, or the packing of gift sets (combinations of stock items in elaborate set-up boxes) manual labor is employed almost exclusively.

The plant offers a full gamut of production—packaging liquids, tablets, powders, semi-liquids, heavy viscous products (such as brushless shaving cream) and light dry products (such as chamomile flowers) into virtually every type of container—bottles, tubes, jars, tins, fibre cans, cartons and set-up boxes. It is an interesting place to visit. Much more important, however, it is a highly efficient, flexible and economic production and packaging unit.

Credit: Calox line—Filler, Pneumatic Scale Corp., Ltd. Capper, Package Machinery Co. Cartoner, R. A. Jones & Co., Inc. Case sealer, Standard-Knapp Corp. Rubbing Alcohol Compound line—Conveyors, blowers and fillers, The Karl Kiefer Machine Co. Capper, Consolidated Packaging Machinery Corp. Labeler, Pneumatic Scale Corp., Ltd. Cartoner, R. A. Jones & Co., Inc. Case sealer, Standard-Knapp Corp. Albolene Cleansing Cream line—Filler and conveyor tables, The Karl Kiefer Machine Co. Labeler for jars, New Jersey Machine Corp. Yodora line—Filler, Filler Machine Co., Inc. Tablet forming machine, F. J. Stokes Machine Co.

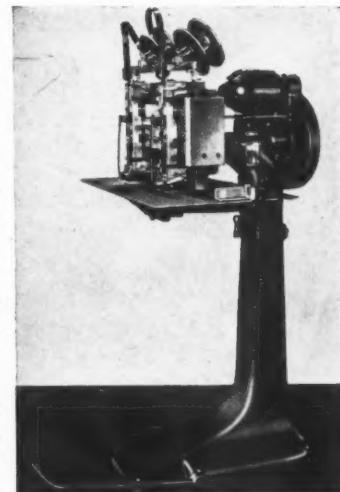
MULTIPLE STITCHING GIVES YOU MORE BOXES PER HOUR AT LESS LABOR COST



BLISS DUPLEX HEAD BOTTOM STITCHER

THE BLISS DUPLEX HEAD BOTTOM STITCHER

Has become a popular and profitable stitcher in plants handling large quantities of containers. Boxes for canned goods, bottled goods and other food products, shoes, tissue paper, soap, etc., may be bottom stitched at speeds as high as 10 to 18 per minute. No adjustments for various sizes of boxes. Drives two stitches, $2\frac{1}{2}$ inches apart, at each operation.



BOSTON MULTIPLE HEAD BOX STITCHER

Increases production of automatic folding boxes, paper bags, cartons and other types of collapsible and set-up boxes requiring two or more stitches. Also drives up to four or five stitches in one operation on other types of multiple stitching where uniform spacing is needed.

High speed multiple stitching increases production without additional labor cost. The saving quickly returns the investment. It will pay you to investigate the economies of these two stitchers.

Ask for Complete Information

DEXTER FOLDER COMPANY

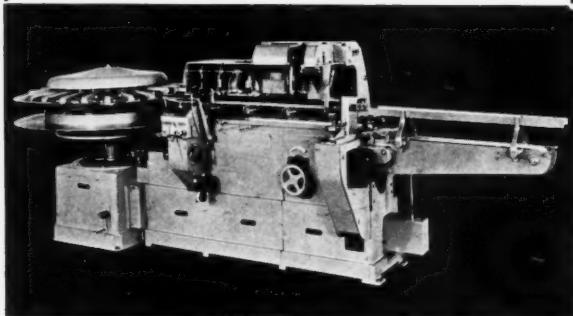
330 West 42nd St., New York, N. Y.

Chicago, 117 W. Harrison St.
Boston, 185 Summer St.

Philadelphia, 5th & Chestnut Sts.
Cincinnati, 3441 St. Johns Place

*Faster ..
Better ..
Cheaper*

BAG CLOSURES with *SEALTITE*



Leading manufacturers in the coffee, flour, sugar and milling industries have found in the Sealtite closure, the improved method of sealing paper bag packages which they have been seeking.

The Sealtite machine is entirely automatic, fast, and dependable. It uses any standard intuck or gusseted paper bag and produces a tight, trim, sift-proof package at speeds from 15 to 40 per minute.

It is sheer waste to pay a premium for a special bag when Sealtite produces an outstanding package with a standard bag. The Sealtite package has a square, flat top that permits stacking like a carton. It is easily opened and re-sealed, and its neat, attractive appearance has definite sales appeal.

If you're interested in reducing packaging costs—and what manufacturer isn't?—it will pay you to get all the facts about Sealtite. Some users report savings over previous methods of packaging as high as \$300.00 per month per machine.

Get the facts today.

**CONSOLIDATED
PACKAGING MACHINERY CORP.**
1400 WEST AVENUE BUFFALO, N. Y.

Packages are in the Army now

(Continued from page 80)

sure that the cans should be easily opened with a key and to prevent specifying a type of scoring that would put one company in the position of monopolistic supplier."

Four basic types of metal-packed rations are included in specifications. Units M-1, M-2 and M-3 are, respectively, Meat and Beans, Meat and Vegetable Hash, and Meat and Vegetable Stew (see Modern Packaging, "Army Adopts New Ration," November 1940). These rations have been respecified to contain 12 oz. per can instead of 15 oz. per can. This has meant the utilization of a smaller package. The reason for the change was that the old containers held too much food for one man to eat at one meal. This fact was determined under actual field conditions.

These meat cans are key-opened, but the keys are not supplied with the cans. Reason is that spot welding or soldering proved a possible source of contamination or discoloration (by destroying the protective tin lining at one point) and crimping the key on occasionally caused puncture of the can side wall or rupture of the closing seam. The key for this can is packed in with Unit B, a ration to be used in conjunction with either M-1, 2 or 3 for a full meal. The "B" unit of the ration is an interesting pack. It consists of five biscuits, one metal box of soluble coffee (in tin plate or lacquer coated metal) sealed with a rubber hydrochloride sealing tape to protect the exceedingly hygroscopic coffee, three sugar tablets (such as commonly are served in paper wrappings in restaurants), a key for opening one of the meat cans, and a Pliofilm wrapped square of confection fortified with the Vitamin B complex, Vitamins B₁ and B₂, and nicotinic acid being definitely specified as to amounts. All these are packed in a key-opening can (either tin or lacquer coated) size 300 × 308.

Such interesting problems as rations for parachute troops and airplane pilots are also on the Laboratory's agenda. A tentative pilot ration has been developed in the form of a chocolate bar with added thiamin chloride. This can be used as a solid food or as a beverage. The wrapping and packing specifications on this item as well as several others are included at the end of this article. This ration is known as "Field Ration D."

The glass jar shown with an Army spoon in it replaces a No. 10 tin can, formerly used for serving preserves at tables in barracks and cantonments. The cans were served out to twelve men, but contained a great deal too much of the preserves, more than could be used. A re-sealable container was indicated and one of the new, lightweight wide-mouthed glass jars was adopted. The contents of this container weigh only 2 lbs. and can be easily extracted with a regulation Army spoon. Extra heavy shipping cartons are used to prevent breakage of the glass packages.

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PENNSYLVANIA

MAY • 1941 133



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Other branches of Uncle Sam's armed forces do their own purchasing. And the separate arms and services of the Army each have their own supply department for specialized equipment. The Quartermaster Corps does the general Army purchasing of foods, clothing and other items which are common to two or more branches of military service. But Ordnance buys much of its own special matériel, as do Chemical Warfare and the Medical Corps, the Air Corps, the Signal Corps and the Coast Artillery. Buying is not localized by need but by supply. Thus, all of the buying of canned meats is done in Chicago. Canned fruits in general are bought by the San Francisco Depot, and so on. Navy purchasing is a good deal more centralized than the Army's. The purchasing of the arms and services of the Army is done at their respective national headquarters. Three classes of specifications are available, viz., General, Special and Confidential. The General specifications are available to everyone. The Special specifications go only to known, reliable firms. The Confidential specifications are given only to the firms making the specified items.

U. S. Army Field Ration D

Wrapping. Each cake shall be wrapped in three separate wrappers as follows:

Inner wrapper: Shall be a sheet $5\frac{3}{4}$ in. by $6\frac{1}{4}$ in. (minimum) of aluminum foil not less than .0004 in. gauge or 25,600 sq. in. to the pound. It shall be folded on the cake so as to contact the entire surface, including grooves, at every point.

Second wrapper: Shall be a sheet 5 in. by $6\frac{1}{2}$ in. (minimum) 30-lb., white vegetable parchment paper. This wrapper shall be superimposed upon the foil-wrapped bar. Folded edges to be sealed with dextrine glue. The white vegetable parchment paper shall be put on the bar after, and apart from, the aluminum foil wrapper. Under no conditions will an aluminum-foil-lined parchment paper be used in a single wrapping operation.

Outer wrapper: Shall be a strip $1\frac{15}{16}$ in. (scant) by $9\frac{3}{4}$ in. of olive-drab or olive-green kraft paper, 40-lb. base (480 sheets, 24 in. by 36 in. to the ream). This strip shall be wrapped around the long axis of the bar and securely glued to the second (white vegetable parchment paper) wrapper at all points.

Printing. Each outer wrapper shall be printed in black ink on the bottom face of the cake as follows: To be eaten slowly (in about a half hour). Can be dissolved by crumbling into a cup of boiling water, if desired as a beverage. Contents: Chocolate, Sugar, Oat Flour, milk, vanilla, B₁ (Thiamin) 150 I.U. 4 ounces net—600 calories. The first line to be printed in 14-point type, all capitals. Remainder in 10-point type. All type to be extra bold.

Packaging. Shall be as specified in invitation to bid, according to one of the following methods:

Type I. Twelve cakes in moisture-proof cardboard carton. Each carton shall be wrapped in heavy kraft paper, all folds sealed with glue. Wrapper to be printed in black so as to show on one large surface:

U. S. Army Field Ration D

w/Thiamin

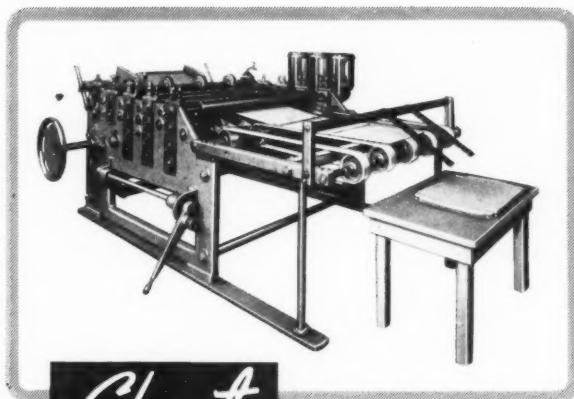
Twelve 4-ounce cakes

Prepared by (name)

(address)

(date)

Type II. Twelve cakes in commercial key-opening rectangular can with rounded corners, 402 × 310 × 612 (used by the



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A piece of equipment which will enable any folding box maker to make up and ship folding boxes in any color or overprinted design at a minute's notice.

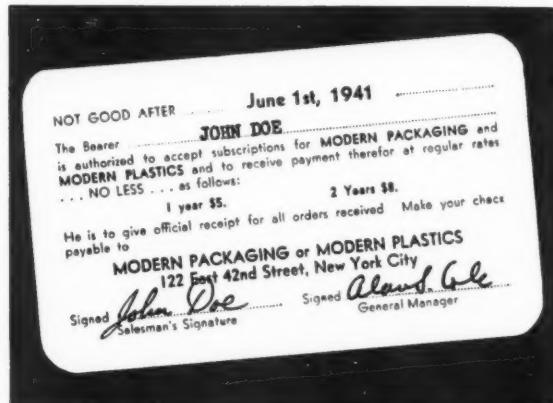
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Color placed in scores without offset or discolored flaps or edges. Made in convenient widths for all box purposes.

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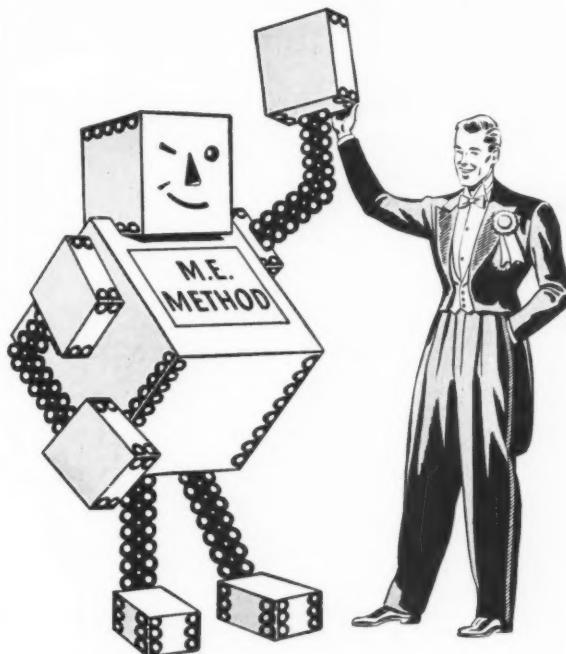
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But more important in our estimation is the way these tough Metal Edgers are in there fighting all the time . . . giving concrete evidence the year around of the advantages in the packaging method . . . the economies effected, the space saved, the selling punch of your boxes.

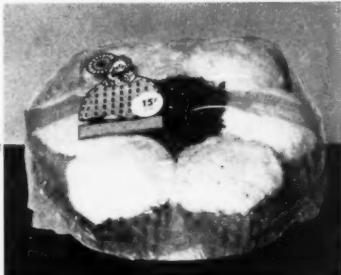
The same close, resultful packaging and merchandising counsel Metal Edge gave Hoffman is yours for the asking.

Could YOU use Metal Edge boxes and the Metal Edge packaging method with as great profit? Let us study your requirements and advise you honestly. Drop us a line today.

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Packaging Method — Strongest Paper Box



**PAPER LABELS applied to
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Quick tack and excellent machine operating characteristics. Used without heat.

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packing industry for packing corned beef, spiced ham, etc.). Each can to be wrapped with a label showing same legend as provided for cardboard carton.

Packing. Twelve cardboard cartons or cans shall be packed in a standard commercial fibreboard or wooden shipping case, as specified in invitation to bid, so constructed as to insure acceptance by common or other carriers for safe transportation, at the lowest rate, to the point of delivery.

Marking. Unless otherwise specified in invitation to bid, or contract or other order under which shipment is made, shipping containers shall be marked as follows:

Stock Number

Field Ration D w/Thiamin

Total number of cakes

Date of packing

Name of contractor

Contract number

Frozen Meat

Containers: Containers shall be solid fibre boxes, half telescope style, 100 point, paraffin coated inside, approximately 20 in. \times 15 in. \times 5 in., 275 lb. test, approximate capacity 50-60 lbs.

Wrapping: Wrapping paper shall be DOK bleached Kraft paper, 26 lb. base, waxed two sides to 35 lbs., or regular master freezer paper giving equivalent results, in sheets sufficiently large to cover the meat completely. Each cut of steaks and roasts shall be separately wrapped, and stewing and boiling meat shall be wrapped in units of not more than 10 lbs. Boxes for ground meat shall be lined with paper.

Packaging: Each box shall be filled as completely and compactly as possible to give support to the walls of the box without undue bulging.

Packing: Fibre boxes shall be securely bound by two bands of strap iron or of wire, gauge 14, one strand around each circumference. All strap iron and wire bands shall be securely fastened and the ends cut off and turned under to prevent injury to clothing or hands.

Freezing: Packaged roasts and steaks, and stewing and boiling beef shall be frozen immediately after packaging, in a wind tunnel or by other means giving equivalent rapid results. Casings filled with ground meat shall be frozen without delay before packaging by hanging in a sharp freezer, in a wind tunnel, on refrigerator coil, or by other means that will insure rapid freezing. All beef shall be in prime condition and in a thoroughly frozen state at the time of delivery.

U. S. Army Field Ration, Type "C" Unit M-1, Meat and Beans

The braised meat, soaked beans, tomato juice (and/or tomato pulp), and spices shall be thoroughly mixed, and filled into tin cans, size 300 \times 308. Each can shall be scored with a key-opening band of the herring-bone or three-line type of scoring, so scored as to insure that the can may be readily opened with a key. The filled cans shall be exhausted, sealed and processed in accordance with best commercial practice. Processing shall be at such temperature and for such time as will insure thorough cooking and adequate sterilization of the finished product without burning, scorching, or overcooking. Cans shall be filled in accordance with best commercial practice, but net contents of cans shall not be less than 12 ounces. The moisture content of the finished product shall not exceed 73 per cent by weight.

Each can shall have embossed in the tin or have lithographed on the body of the can, the following:

U. S. Army Field Ration—Type "C" Meat and Beans

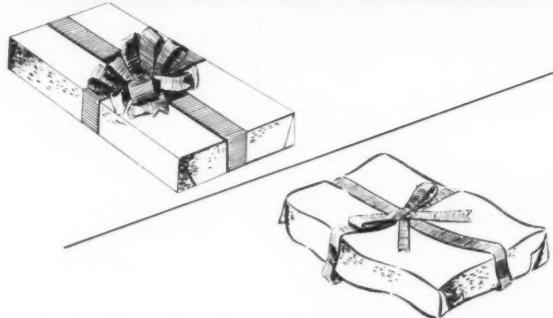
U. S. Inspected and Passed by Department of Agriculture

Est. No.

Net Wt. 12 ounces

Packed (Month and Year)

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There's no question if you're using Star brand adhesives. Because Star brand adhesives always stand up under the conditions they are designed to undergo!

There's a formula for every packaging purpose already made, used, tested. And for very specific requirements, our research staff of chemists and engineers is at your service to develop a special formula.

Star brand adhesives are *really* economical to use because (1) they protect your investment in your package and (2) they are so concentrated they take dilutions up to 50% and actually hold better.

Write for the booklets:

"Here's a Bird of an Idea"

and

"Make Your Identity Stick"

The STAR line includes:

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 - ★ Folding Box Glue
 - ★ Hot and Cold Pick-Up Gums
 - ★ Tin Paste
 - ★ Brightwood Gum
 - ★ Carton Sealing Glue
 - ★ Bench Paste
 - ★ Tube Glue
 - ★ Lap End Paste
 - ★ Bottle Label Glue
- Write for our instructive folders:
"Make Your Identity Stick" and
"Here's A Bird of An Idea"



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protects your product, dresses your package

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Envelopes, pouches, cigar tubes and transparent drinking straws made of—

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TRADE MARK
THE DUPONT CELLULOSE FILM

UNION
means
STICKING TOGETHER

Whether it's the walls of a set-up box or a label and a bottle or an automatically applied transparent cellulose window in a carton—once they're stuck together they must stay that way until deliberately destroyed by the consumer. Our company has devoted nearly 75 years to making better adhesives for every purpose.

In the course of our researches—in which we've uncovered about 700 formulas, all at your service—we've invented adhesives for holding transparent cellulose sheets together, for gluing lacquered or varnished surfaces and many others. We'll gladly do the same for you, if need be, or prepare one of the existing 700 to meet your need.



Union Paste Company

1605 HYDE PARK AVENUE • HYDE PARK, MASS.

The establishment number and the date of packing may be embossed in the cap of the can in lieu of being lithographed on the body of the can.

The lithographed portion of the can shall be coated with outside lacquer.

Packing and Packaging: Packaging to be in conformity with instructions issued with invitations for bids.

U. S. Army Field Ration, Type "C"
Unit B—Bread, Coffee, Sugar and Confection

The soluble coffee and/or soluble coffee product shall be packed in a plain round, seamless slip-cover tinned or black plate box approximately two in. in diameter and approximately $\frac{5}{8}$ in. in height. If the box is made of black plate it shall be coated with either aluminum bronze pigmented enamel or plain lacquer both inside and outside. The aluminum bronze enamel or lacquer used must be of a type and composition which is permanently applied and which will not impart odors or flavors to either the contained coffee or coffee product, or to the biscuits. The box shall be necked in. The inside surface of the cover shall be seated flush on the top edge of the body. Both cover and box shall be expanded.

This box shall be sealed by a tape made of stabilized rubber hydrochloride which shall have pressure sensitive adhesive sealing quality. The tape used shall not impart odors or flavors to either the coffee or the biscuits. The tape shall be applied to the outside of the coffee container and shall afford a seal which will remain tight for twelve months. The material of which the tape is made shall not be coated or laminated and shall afford moisture-proofness, through its entire thickness. It shall be capable of withstanding a 24-hour exposure to a relative humidity of 90 per cent at 80 deg. F. after which it shall withstand submergence in water for four hours without loosening from the can. This tape shall be sufficiently pliable to conform to irregular contours through its ability to stretch and remain sealed in stretched position as well as be capable of withstanding expansion and contraction of coffee containers due to change in temperature.

Sugar: The crystal tablets of sugar shall be individually wrapped in standard commercial wrappings and shall have a count of approximately ninety to the pound, when wrapped. The tablets shall be approximately $\frac{3}{8}$ in. thick, $\frac{5}{8}$ in. wide, and $1\frac{1}{4}$ in. long.

The confection shall be hermetically sealed by application of heat in a moisture- and vapor-proof stabilized rubber hydrochloride sheet which shall not impart odors or flavors to either the contained confection or the biscuit. This sheet shall be not less than .0014 in. thick.

Packing and Packaging: The biscuits, wrapped confection, soluble coffee, and sugar shall be packed in key-opening cans, size 300 × 308. Each can shall contain five (5) of the biscuits, one (1) container of the soluble coffee, three (3) of the sugar tablets and one piece of wrapped confection. Each can shall have embossed in the tin or have lithographed on the body of the can, the name and description of the product, the name and location of the contractor, the date of packing, and net weight, as follows:

U. S. Army Field Ration, Type "C" B-Unit

Blank & Co., Chicago, Ill.

Packed (Month and Year)

.25 oz. biscuit
1.00 oz. confection
.50 oz. sugar
.25 oz. soluble coffee or
(.50 oz. soluble coffee product)

The date of packing may be embossed in the cap of the can in lieu of being lithographed on the body of the can. Each can shall have a key securely attached thereto by solder or spot-welding and each can shall be scored with a key-opening band of the herring-bone or three-line type of scoring, so scored as to insure that the can may be opened readily with a key. Packaging shall be in accordance with instructions issued with invitations for bids.

LOOK BELOW THE SURFACE



—and you see the "Fish" in this Polaroid Day Glass Demonstrator, awarded Honorable Mention in the 1940 All-America Package Competition.

It's the same when selecting a display manufacturer. On the surface, you see Robert Kayton Displays designing and producing for many of the country's finest firms. But there's more to it than that—there must be a reason that year after year these same concerns return to Kayton for the design and production of displays that win dealer acceptance and sell merchandise.

LOOK BELOW THE SURFACE—

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INCORPORATED

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A manufacturer enjoying for over 10 years a leading position in the manufacture of wrapping equipment for bakeries has recently expanded operations to include the manufacture of wrapping equipment suited to wrapping other types of merchandise.

The machine is successfully wrapping a large variety of products. Its operation is so simple it is revolutionary. Anyone can run it. Its price is very low. It marks the first time an automatic wrapper suitable for varied industries has ever been available at such a low figure and it therefore holds wide interest for everyone desiring reduced labor and material costs on packaging.

There are no special requirements needed of the manufacturer's agents we wish to contact other than they are well recommended as to reliability and aggressiveness. Preferably the agent should be regularly visiting manufacturers or wholesalers who are packaging merchandise for over-the-counter sales. No investment is necessary. Address inquiries to

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LET us quote you on your requirements. Hundreds of dies and molds available for Essential Oil Cans, Sprinkler Tops, Screw Caps, Aluminum Capped Corks, Lead and Tin Coated Spouts, Metal Specialties. 80 years' experience in meeting the needs of packagers. Call upon us for aid.

CONSOLIDATED FRUIT JAR COMPANY
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The Elevated line, which formerly passed the door of the Empire, is now a thing of the past. Today, the hotel's fine park location at Lincoln Square is one of the quietest in all New York. On your next visit to the city, take advantage of the Empire's economy rate schedule.

Edw. B. Bell, Manager

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\$3 FOR TWO



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And their smooth *look* is not all—they *feel* smooth in the hand, another reason for their wide acceptance for both sales and sample packaging. And they offer many economies as well as advantages: they are extremely light-weight and practically unbreakable, beating glass on both counts. They come transparent or opaque, in any color, shade or tint you wish. And multicolor labels are applied integrally with the package during the manufacturing process. Thus, Lusteroid saves on packing, shipping, labelling.

A note or phone call will bring an answer to your packaging problem.

LUSTEROID CONTAINER CO., INC.

Formerly Lusteroid Division of the Sillcocks-Miller Company

10 Parker Avenue, West

SOUTH ORANGE, NEW JERSEY

New package wins New market..



Drinkees enter the home
via new container-
dispenser of Vuepak!

Here's one resourceful manufacturer's answer to the search for new markets that may start *you* on the trail to more sales!

This combination container-dispenser of clear, rigid Vuepak has opened up a brand new home market for Drinkees, sanitary paper cups manufactured by the Connecticut Paper Products Company.

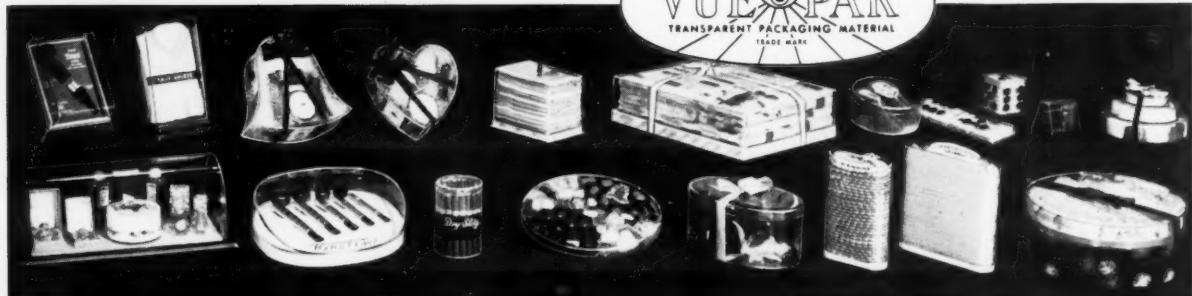
Remove the bottom disc, hang the container by the loop of Cotacord in bathroom or kitchen, and the fifty cups slip out, one by one, crisp and clean, from the glistening Vuepak cylinder... A utility item for office water coolers and public washrooms thus is transformed into a profitable specialty item for the home!

Just as effectively and simply, Vuepak may help *you* find new markets. Clear as air, yet sturdy as cardboard, this modern packaging material has opened up new ways to more sales for hundreds of other manufacturers with widely varied selling problems. For further information on what Vuepak can do for you, and for names of capable Vuepak fabricators, inquire: MONSANTO CHEMICAL COMPANY, Plastics Division, Springfield, Massachusetts. District Offices: New York, Chicago, Detroit, St. Louis, Birmingham, San Francisco, Los Angeles, Montreal.

MONSANTO PLASTICS
Serving Industry... Which Serves Mankind

Fabricated by Shaw
Paper Box Co., Paw-
tucket, R. I., and
Showbox Division of
Central States Paper
and Bag Company,
St. Louis, for the Con-
necticut Paper Prod-
ucts Company.

VUEPAK
TRANSPARENT PACKAGING MATERIAL
TRADE MARK





PROBLEM: A sterling silver holder, worthy of Towle Silversmiths. Must be orderly, scratch-proof, and of a quality truly complementary to *Sterling Silver*.

SOLUTION: Design by John Alcott; material by Durez; molding by Northern Industrial Chemical Company.



PROBLEM: How to get a Beautician from booth to booth with 18 bottles and jars needed for the *complete skin treatment*?

SOLUTION: Streamlined, light weight, handy tray of Durez! And is it successful? Just ask Dermetics Company, Inc.! Molded by Niagara Insul-Bake Specialty Company.

Durez Sales Beauty is more than Skin Deep!

A SCRATCH-PROOF, sectionalized holder for sterling silver . . . new sparkle and convenience for a beautician's tray . . . new glamour for a lipstick cartridge—whatever your packaging-merchandising problem, Durez can solve it!

Durez gives your product the eye-appeal that wins sales in the battle of the display counter . . . gives it the *plus* of quality appearance. As shown here, Durez can be molded into packages for increased convenience, efficiency, sales.

Beyond the *initial* advantage of Durez eye-appeal, consider the utility of Durez packages . . . their long service-life and product protection. As for production . . . Durez spells economy! It molds accurately to the *exact* shape you desire, in one operation. This same operation *includes* a permanent finish in the color selected. There are no "extras" for finishing with Durez! If you want to widen your market or speed up sales-volume, via

more attractive packaging . . . just turn your designer loose on the potentialities of Durez!

DUREZ PLASTICS & CHEMICALS, INC.
205 Walck Road North Tonawanda, N. Y.



PROBLEM: To put 3 shades of lipstick into a single package.

SOLUTION: This triple lipstick cartridge of Durez . . . molded by Norton Laboratories, Inc.

Learn what Durez is doing for others — How Durez plastics are helping many leading manufacturers make better products that boost sales is told in a new booklet, "It's a New Business Custom." It's good reading—and you may find it valuable reading. A copy is yours for the asking.



DUREZ PLASTICS & CHEMICALS, INC.

PLASTICS THAT FIT THE JOB



** Simple, effective use
of color makes every package a "gift."*

** Bergdorf-Goodmann used
black, orchid, white and gold over silver board in styling their Holiday packages.*



** Packages like these
at "Saks Fifth Avenue" wherever they were seen.*

practical answer to the

CHRISTMAS PACKAGING PROBLEM

*...and one that
provides HIGH STYLE as well*

SOONER OR LATER, someone had to solve the problem of packaging Holiday purchases, which recurs annually to plague every Department Store. Someone had to open up the bottleneck that was causing confusion, delay and expense at wrapping counters and in shipping rooms.

★ SHELLMAR has found the answer. Individually-styled wrappings of sleek Shell-Pli, or of glistening "Cellophane," gay with Holiday color, have streamlined packaging operations in some of the country's leading Department Stores.

★ Now, every package carried from or delivered by these stores is "wrapped as a gift," and thus becomes an advertisement for the store from which it came. Best of all, the new procedure eliminates inventory worries, speeds up package handling, and effects cash savings—because just a few wrapper sizes will handle all of the many box sizes used by stores.

...note TO STORE EXECUTIVES:

Asking SHELLMAR to make a survey of your needs is the first step toward care-free, good-will-building Holiday Packaging for your store.

SHELLMAR PRODUCTS COMPANY

MOUNT VERNON, OHIO



3115 Empire State Bldg., NEW YORK, N.Y.

224 South Michigan Ave., CHICAGO, ILL.

2400 Russ Bldg., SAN FRANCISCO, CALIF.

